

December 5, 2025

**To:** Hood River County Commission

**Re:** Gorge Commission, Hochman application for Hood River County Seat

**Dear Chair Euwer and County Commissioners,**

Thank you for considering my candidacy for the Hood River County seat on the Gorge Commission. A privilege to participate in the process. Below a brief supplement to support our conversation on December 15<sup>th</sup>. Recent meetings of the Gorge Commission have only strengthened my interest in the role and sharpened my sense of where I might best contribute.

Hard choices around rebuilding homes after successive fires, allowances for ADUs, or elevating the mandate around economic vitality more broadly – each of these discussions make clear that the sustained beauty of our Gorge since 1986 is no accident. Planning, policy development, community and tribal dialogue, and working together in service of the dual mandate of the National Scenic Area Act require skillful sustained stewardship.

And it is this balancing act that most inspires me to contribute.

Whether turning around multi-billion-dollar business units at Nike, founding and launching successful venture-backed startups, or guiding senior executives through digital transformations, I've spent decades building trust among often competing constituencies in service of aligned action. And my foundational scientific training has taught me how to simplify the complex in support of new innovation and tough tradeoffs.

It would be an honor to apply these same skills to the immediate business of the Commission, eg post-fire community outreach, supporting new emergent initiatives around communication and economic vitality, or direct hands-on leadership of the Gorge Commission's own digital transformation efforts (database modernization, creation of a new information management and communication platform, and launch of a new online permitting system).

I've been visiting the Gorge for over 30 years and have called Hood River County home for the past three years. My passion for the beauty of this place only grows -- as does my sense of its fragility. I can't imagine a better opportunity to give back than to represent you all on the Gorge Commission. Thanks for considering the opportunity in turn.

All the best,



Steve Hochman



# STEPHEN HOCHMAN

## SUMMARY

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- Seasoned strategist and operator with 20+ year track record of driving innovation from startup to scale.
- Founded and co-led multiple venture backed companies, with a focus on greening of industry value chains. Strong general management foundation: Stanford MBA, Bain & Company consultant.
- Led Nike's global operations innovation team. Awarded an unprecedented two Nike global "Maxim" awards for global transformations and business unit turnarounds. Spearheaded Intel Corporation's business incubation unit, driving new venture ideas from concept to launch.

## PROFESSIONAL EXPERIENCE

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**SSEKO DESIGNS, INC.**, Portland, OR

**2020-Present**

*COO; promoted to CEO in November 2021*

- Grew sustainability-focused *Shark Tank*-featured venture-backed soft goods ecommerce retailer +80% in the height of a global pandemic.
- Spearheaded strategy, board and investment management, systems and culture, and business execution. Managed flawless supply chain execution across eight suppliers in five countries.
- Defined and piloted world's first "circular trunk shows," enabling a network of 1000 sellers to capture and refurbish used items for resale; innovation doubled show bookings at zero marginal cost, and diverted 2000 pounds of clothes from landfill in under 45 days.



**5FIVE, INC.**, Portland, OR

**2019 – 2020**

*CEO*

- Co-founded women's technical business travel apparel brand, with focus on simplicity, materials waste reduction, and circularity.
- Raised \$425K angel funding; completed prototypes; proof of product-market fit
- Covid-19 reduced business travel and core market by 80%; returned funds to investors



**BOLT THREADS, INC.**, Emeryville, CA

**2017 – 2018**

*COO*

- Drove, directed operations, information systems, strategic & financial planning for leading venture-funded sustainable biomaterials company. Set business plan, drove due diligence response; enabled \$123M Series D.
- Hired, built world class information systems team; flawlessly deployed core ERP (Netsuite), e-commerce, laboratory, and analytics systems in under 9 months.
- Core scientific research remains in process in 2022; COO role thus deferred.



**NIKE, INC., Beaverton, OR**  
***VP Global Retail Operations (2015-2017)***

**2008-2017**

- Built, executed integrated supply chain strategy for Nike's \$8B global direct to consumer business.
- Drove digital capability that enabled 55+% annual e-commerce revenue growth

***Global Senior Director, Sales & Operations Planning (2014-2015)***

- Designed, deployed 1<sup>st</sup>-ever global integrated business planning process for Nike's global senior executive team; accelerated cross-P&L alignment and risk-opportunity response

***Senior Director, Demand Planning & Inventory Management, EU (2011-2014)***

- Coached, drove 110-person planning team through rapid inventory and P&L turnaround. Pioneered closed-loop planning process. Awarded Nike "Maxim" prize for exceptional inventory performance.

***Global Director, Supply Chain Strategy (2008-2011)***

- Defined, set 3-year operations innovation plan; structured and ran global performance management cadence across Nike's 5 geography business units, 2 global product engines.
- Tapped by VP Operations and Technology to lead \$65M global supply chain Planning Transformation program. Awarded Nike "Maxim" prize for rapid program turnaround.



**AMR RESEARCH, INC., Emeryville, CA**  
***Director, Value Chain Strategies***

**2006-2008**

- Published ground-breaking research on time-based competition and integrated business planning. Advised customers on how to turn best practice concepts into action. Frequent speaker at industry conferences; regularly quoted in Forbes, other leading periodicals.



**NEW BALANCE ATHLETIC SHOE, INC. Boston, MA**  
***Director, North America Sales Operations***

**2003-2006**

- Drove global supply chain vision and strategy and U.S. order flow tactics for \$1.5 billion maker of athletic footwear. Led 30-person team and all supporting technology decisions.
- Secured CEO and CFO sponsorship of end-to-end lead-time-reduction initiative that revolutionized supply planning and drove 55% operating profit improvement



**SUPPLYCHANGE, INC. Portland, OR (10-person supply chain software startup)**  
***EVP, Strategy and Business Development***

**2001-2003**

- Set business plan and go-to-market strategy for advanced supply chain optimization solution provider and drove sales visits to C-level customers across fashion apparel brands
- Secured New Balance pilot on \$100M footwear product line; recruited by NB to execute.



**LUCY ACTIVEWEAR, INC.** Portland, OR

**1998-2001**

*Co-Founder, EVP (Company subsequently acquired by VF Corporation for \$110M)*

- Co-founded multi-channel activewear retailer with Women's brand director from Nike.
- Led e-commerce store and general company operations from startup through revenue ramp. Wrote original business plan, raised \$7.5M series A venture round, oversaw growth from 1 to 90 employees and \$10M revenue run rate.



**INTEL CORPORATION,** Hillsboro, OR

**1995-1998**

*Senior Product Marketing Engineer (reported directly to divisional EVP)*

- Managed and led Intel's search for new businesses to leverage Intel technology and drive demand for microprocessors. #1 ranked product manager in class.
- Co-led re-entry into group videoconferencing systems market. Moved business from #7 to #3 market share in space of 90 days. Secured 5 patents for collaboration software.



**BAIN & CO., ABT ASSOCIATES,** Boston, MA

**1988-1992**

*Associate Consultant/Consultant*

- Consulted to Fortune 500 clients on cost reduction and acquisition integration initiatives.
- Set environmental innovation and compliance strategies for Global Environmental Management Initiative (GEMI), consortium of Fortune 50 consumer goods clients.

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## EDUCATION



**STANFORD GRADUATE SCHOOL OF BUSINESS**

MBA, 1995.



**DARTMOUTH COLLEGE**

A.B. Earth Sciences, *Magna Cum Laude*, 1988.

- Casque and Gauntlet Senior Honor Society (designated by peers as campus leader)

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## ACTIVITIES and INTERESTS

- Adjunct Professor, Supply Chain Innovation, Portland State University School of Business
- Guest lecturer and mentor at University of Oregon Executive MBA, Sports Product Management.
- Consulting VP Operations at Stuffstr, high-growth circular-economy startup; first client adidas.
- Board of Directors, Mt. Hood Nordic Center; accomplished Nordic ski racer; 3-time Wave 1, Birkie.
- Gran Fondo cyclist; L'Etape du Tour, France; Fausto Coppi, Italy; Death Ride, Sierra Nevada.
- Advocate: Citizens Climate Lobby; driving support for federal carbon pricing and dividend legislation
- Founding Director: Obura Fund for Mental Health at Dartmouth College