



**MARK BROSMAN**  
GM & COO

Mark Brosman is not your typical executive. He believes in empowering employees to become their best. By surrounding himself with experienced, motivated, and innovative people, he's fulfilling his vision to build a market-leading 3PL solutions and services company envied by the competition. Above all, he values integrity, honesty, and treats his customers, partners, and employees with respect. Hired in 2017, Mark has already had an impact on the business and employees.

### **How did you come up with the name BirchStone and what does it mean?**

Actually, the employees came up with it. We saw an opportunity to get employees involved in shaping the identity and the future of our company. They felt it was important to convey strength, endurance, stability, permanence, and a fresh start. Interesting story about birch trees – they were one of the first vegetation species to re-colonize the rocky, ice-scoured landscape after the ice age, basically a fresh start for the planet. Stone symbolizes strength and dependability. Together, BirchStone combines the energy of the birch for a new beginning along with the dependability of stone. Each of us proudly wears the BirchStone badge and conducts ourselves with respect and authenticity.

### **What impact has your philosophy of empowering employees had since you arrived?**

I believe in putting decision making, budgeting, defining, and managing metrics in the hands of the people doing the work. They don't need to wait for me or someone else to tell them what to do – they're smart and capable people. Empowering and trusting your employees gives them a sense of pride, confidence, and ownership of what they do and how they do it. Being both responsible and accountable is great for job satisfaction and employee development. We hold each other to the same high standards regardless of our roles, and it has direct impact on the bottom line.

We have seen a significant improvement in safety, reducing the number and cost of accidents. It has made for a better place to work, and protects our customers as well. Employee turnover has declined, and we can afford to be selective in the recruiting and hiring process, bringing on only the best people who fit with our culture. These savings drop to the bottom line but also give us additional capital to invest in our people and the services we can offer to our customers.

### **What makes BirchStone a great place to work?**

Our management team is fantastic. They are experts in maintenance, inventory controls and management, operations from warehousing, distribution, and light manufacturing, and of course, pallet and asset management. It's an inspiring team that energizes our entire organization. Combine this with our culture of empowerment, and I can't think of a better place to build a career.

We truly value our employees' ideas, backgrounds, and perspectives. They are encouraged to make suggestions to improve how we operate and are given the latitude to do so. No suggestion is too small or too large. Our people care about each other, the company, and our customers, and know they can make a difference.

### **What makes BirchStone a great 3PL partner?**

We have the benefit of being in this business for more than 50 years but with the structure and vision of an entrepreneurial 3PL company. We contribute unparalleled experience, operate with integrity and high ethics, and are committed to delivering value and exceptional results for our customers every day. We form long-term alliances with our customers and do what's right, not what's easy or convenient.