



# DEREK ZAHAJKO

CEO @ CAF Outdoor Cleaning

## Active NACS Member 20+ Years

- NACS Supplier Exhibitor Advisory Committee Member
- 2020-2021 Strategic Subcommittee Member
- NACS European Summit Attendee/Exhibitor

## CAF/ NACS Participation


- NACS Hunter Club Bronze Member
- CAF speaker/moderator at 3 NACS shows.
- Regular NACS "Cool New Products" participation.
- 18+ Years Exhibitor

## BOARD MEMBER OF


**City of Maple Valley Economic Development Commissioner**  
Vice Chairman


**Lake Sawyer Church**  
Vice Chairman

## CONTACT

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Accomplished CEO with over 21 years of experience in the petroleum and convenience store industry, and 4+ years of volunteer board experience. Extensive experience and passion for the industry are evident through long-standing 20+year NACS membership and in-depth knowledge of the industry's complexities from both supplier and retailer perspectives.

## SKILLS

- Corporate Forecasting & Budgeting
- Strategic Planning
- Customer Account Development
- New Product Development
- Prospective/Customer Cultivation
- Multitmedia Marketing
- Packaging & Label Design
- Product Price Modeling
- Cultivate a Culture of Growth

## EXPERIENCE

### CAF Outdoor Cleaning

2003-Present

CAF's purpose is to redefine the customer experience for retailers across the globe because customers care deeply about safety and cleanliness starting outside before they ever enter the building. To that end, CAF is committed to providing best-in-class products and support to help our partners achieve faster, aim higher, and grow stronger. Today CAF serves over 35,000 C-Stores in North America and expanding to serve NACS members across the globe.

### Chief Executive Officer

2021-Present

Setting the strategic direction for all teams to deliver a cleaner outdoor experience for retailers on a global level.

- Directed overhaul of corporate budgeting process from centralized, top-down distribution to department lead, zero-based budgeting cycle resulting in cost 2% year-over-year cost reductions
- Lead the organization to 34% growth in the first 2 years, balancing growth in new and existing markets
- Formalized executive organization by establishing a board of directors, and implementing a governance matrix throughout the organization.

## **Executive Vice President, Strategic Development**

2018-2021

- Analyzing and recommending emerging industry trends, and expansion opportunities, including mergers and acquisitions, and assessing competitive threats and the viability of outside business partners.
- Accountable for evaluating internal business performance and identifying areas for business process improvement. To sustain organizational accountability, developed processes and systems that effectively linked strategy and operations execution.

## **Chief Financial Officer**

2011-2018

- Oversaw budgeting, forecasting, analysis, and established business metrics to ensure the company's financial success.
- Responsible for managerial oversight of Marketing and Information Technology Departments through strategic third-party partnerships

## **Finance Director**

2010-2011

- Led the 2010 acquisition of a new office park (\$3.3MM) for office and warehouse needs.
- Developed a business intelligence dashboard to provide real-time data from accounting software.
- Hired and trained Accounting and Human Resource staff with a strong emphasis on building processes and systems.

## **National Account Manager/Marketing Manager**

2006-2011

- Acquired and managed national Fortune 500 accounts such as Kroger, Murphy Oil, Susser Petroleum, Jack in the Box, etc.
- Responsible for increasing sales by 567% between 2007 and 2010 from \$360K to \$2.4MM.

## **Operations Manager**

2003-2006

- Established inventory management and supply chain planning systems for a startup company.
- Created documented procedures and key performance indicators as the company grew from manufacturing one product to seven proprietary products in three years.
- Operated under budget for three years by implementing cost control programs.

## **Tesoro Petroleum** Auburn, WA

2002

### *Summer Internship to Vice President of Operations*

Created procedure manuals for store operations, detailed operations reports, forms, and presentations. Organized on-time distribution of monthly bulletins to 250+ retail stores. Participated in strategic meetings and corporate-wide management meetings.



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## **VOLUNTEER EXPERIENCE**

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### **National Association of Convenience Stores (NACS)**

**2019-Present**

- Supplier Exhibitor Advisory Committee 2019-Present
  - 2020-2021 Strategic Subcommittee Member
  - 2021 Safety Subcommittee – primary author for “Safe Exhibitor Guidelines” for returning to in-person exhibiting post-COVID.
- European Summit & Exhibitor 2018-2019

### **City of Maple Valley Economic Development Commissioner**

**2022-Present**

- Vice Chairman (2023-Present)

### **Lake Sawyer Church Board Member - Black Diamond, WA** (Nonprofit 501(c)(3))

**2018-Present**

- Vice Chairman (2022-Present), Board Chairman (2019-2022)

## **EDUCATION**

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### **MICHAEL G. FOSTER SCHOOL OF BUSINESS**

**University of Washington**

*Masters of Business Administration, Cum Laude*  
**June 2015**

### **UNIVERSITY OF WASHINGTON**

*Bachelor of Arts, Business Administration-  
Finance and Marketing (double major)*

**June 2008**