

Company Overview



Who We Are

HAVI is a global, privately owned company focused on innovating, optimizing and managing the supply chains of leading brands. Offering services in marketing analytics, packaging, supply chain management and logistics, HAVI partners with companies to address challenges big and small across the supply chain, from commodity to customer. Founded in 1974, HAVI employs more than 10,000 people and serves customers in more than 100 countries.

Over the past 40 years, HAVI has grown in size, global reach, breadth of services and customers served. One thing that will never change though, is its mission to “Deliver The Promise” to customers, employees and suppliers/partners. This is the cornerstone of HAVI’s business. Visit HAVI.com for more information.

HAVI’s supply chain services are complemented by the customer engagement services offered by our affiliated company, The Marketing Store. Visit www.tmsw.com for more information.

Timeline of HAVI History

In 1974, HAVI founders Ted Perlman and Bob Rocque entered into a “handshake agreement” with McDonald’s to meet the supply needs of McDonald’s restaurants in the Chicago Metropolitan area. Four months later, Perlman-Rocque Distribution began making its first deliveries. In 1975, Perlman and Rocque formed a second company, Perseco, to supply packaging to McDonald’s. It was not until 1976 that HAVI Corporation came to be. The name was derived from the founders’ wives first names: Harriette and Vivian. In 1981, HAVI opened its first office outside the U.S. in Hong Kong, and began providing distribution services in Asia.

In 1986, the founders sold HAVI Corporation to Staley-Continental, and two years later Ted Perlman repurchased the company, renaming it The HAVI Group. Throughout the 90’s, HAVI expanded both its services and global footprint in response to McDonald’s business needs. In 1998, The HAVI Group purchased The Store Group of marketing agencies and merged it with M-B Sales, changing the name to The Marketing Store Worldwide (TMSW). A few years later, The HAVI Group purchased Alpha Management, provider of logistic services in Europe, which later became HAVI Logistics. In 2006, Perseco’s packaging, promotions management and supply chain analytics divisions combined to become HAVI Global Solutions.

In the 2000’s, HAVI began to diversify its customer base, providing services to such customers as Subway, KFC, OMV, BP, Nordsee and more. In 2014, HAVI’s 40th Anniversary year, founder Ted Perlman and the Perlman family transitioned ownership of the company to CEO Russ Smyth and five other members of the senior management team: Russell Doll, Haluk Ilkdemirci, Howard Katz, Mark Landolt and Dan Musachia.

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In 2016, HAVI decided to simplify its approach and market its services under the single brand “HAVI.” All former company names and logos were phased out, with the exception of HAVI affiliated company The Marketing Store, which continues to provide customer engagement services under a separate brand.

HAVI Leaders and Subject Matter Experts

Today, HAVI has more than 10,000 employees, including a diverse group of experts with knowledge and experience in a variety of topics relevant to customers’ most complicated supply chain challenges.

To view photos and bios of HAVI Leadership and Subject Matter Experts, go to the People section of HAVI.com.

Service Lines

HAVI offers a unique combination of services to help customers address supply chain challenges big and small, from commodity to customer and through end-of life.

- Marketing Analytics -- Advanced analytics that transform data into actionable marketing recommendations that take the guesswork from LTOs and promotions and drive top- and bottom-line growth
- Packaging – Packaging services that support optimal movement of products from concept development, through production, in market and end of life
- Supply Chain Management – Planning, sourcing, optimization and analytics solutions and tools that transform customers’ supply chains from the inside out
- Logistics – Procurement, warehousing, distribution and freight management services that make sure the right products are delivered to the right place at the right time... and much more. (Note: HAVI only offers logistics services in Asia-Pacific and Europe.)

HAVI offers data-based insights and services that combine a strategic, long-term view with an unmatched commitment to execution. By making connections across the supply chain that no other company can, HAVI helps customers transform the way they deliver their value to the world, one challenge and opportunity at a time.

For More Information

Go to HAVI.com to read more information about the company and its services:

- Under Insights & Trends – find case studies, reports and publication that highlight HAVI services and expertise.
- Under Who We Are – view the company’s Vision, Mission and Philosophy; history; global locations; leadership and subject matter experts; awards and recognition; and news and press coverage.