



Executive Leadership

Brad Laporte

Chief Executive Officer, WinCup, Inc.

Laporte joined WinCup® in 2016 as the Sr. Vice President of Manufacturing and Engineering. He was promoted to the position of Chief Operating Officer in 2019, and in September of 2020, he was promoted to Chief Executive Officer. As CEO, Laporte oversees all of WinCup's manufacturing operations at its 8 locations throughout the country, engineering, research and development, finance and accounting, and human resources for WinCup's 925+ team members. Laporte has held various leadership roles in manufacturing and operations through his career, including Vice President Operations and Manufacturing at Larson-Juhl, and Vice President Manufacturing at Okabashi Brands, Inc. His passion for innovation and environmental sustainability helped shape WinCup's strategic sustainability vision which led to WinCup's creation of its phade® straw, the first commercialized PHA-based product in the US. Laporte holds a Bachelor of Science Degree in Mathematics from the University of Windsor.

Michael Winters

President and Chief Revenue Officer, WinCup

Winters has held several leadership positions since beginning his career at WinCup in 2007. During his time with the company, he has worked in sales and marketing, including Vice President, Sales, Senior Vice President and President, Foodservice. In September of 2020, Winters was promoted to the role of President and Chief Revenue Officer. In his role, Winters drives sales revenue and growth for the company, including leading the sales and marketing teams, and overseeing the company's Supply Chain group, including Customer Service, Purchasing and Logistics. Prior to joining WinCup, Michael spent 12 years with Georgia Pacific as Vice President/General Manager (Office Products) and Vice President Sales for Consumer Products. He holds a Bachelor of Science Degree in Business Administration from Appalachian State University.