



## **JERRY COOK**

VP, Government and Trade Relations  
Hanesbrands Inc.

Jerry Cook is vice president of Government and Trade Relations for Hanesbrands Inc. Hanesbrands Inc.'s leading brands include *Hanes*, *Hanes Her Way*, *Bali*, *Champion*, *L'eggs*, *Playtex*, *Maidenform*, *Bonds* and *Gear For Sport* with sales of +\$7 billion annually.

Cook joined Hanesbrands Inc. in 1987 and managed various engineering functions and strategic planning roles. In his current strategic role as VP of Government and Trade Relations, Cook oversees the various trade, government, global connectivity and DHS/Customs programs. Cook is the Hanesbrands customs account manager and oversees the Hanesbrands DHS and CBP related programs including the Center of Excellences and CTPAT.

Hanesbrands Inc. operates several operations globally, with emphasis in the USA, North America, Central America, Australia, Carribean, Asia, Europe and Mid-East.

Cook has served as an Advisor and Board member in several key areas: Department of Commerce ITAC-13 Advisor for textile and apparel related products as well as ITAC-14 Customs, USDA Cotton Board, US Treasury Advisory Committee for Customs Commercial Operations (COAC) and a member and founding/charter member with CTPAT. Cook is a licensed US Customs Broker.

Cook is intimately involved in the trade related agreements, Customs facilitation/operations and the development of key strategic relations with the US Administration, US Congress, WCO (World Customs Organization), WTO (World Trade Organization) and Foreign Market Place opportunities for US exports.

Cook is a Board member to key trade, business, and economic groups. He is a Board member of the USCIB (US Chamber of International Business), NFTC (National Foreign Trade Council), ASEAN President's Council, NC Chamber of Commerce, TRIP, and currently serves a Chair of the Customs Committee for USCIB-the US National Committee to the International Chamber of Commerce. Cook is a Board Member of the NC Port Authority. Through Cook's various roles, Cook provides key strategic guidance to facilitate the growth of commerce, rule of law and better international relations that create better opportunities for Hanes and others to exceed in multiple markets.

Jerry is married, two daughters, son-in-law, two grandsons and a graduate of Auburn University. Cook resides in Winston-Salem, NC.