

June 6, 2019



TrueBlue Names Jeff Dirks Chief Information and Technology Officer and Carl Schweih's President of PeopleManagement

Company Focused on Leading the Industry in Technology-Powered Staffing

TACOMA, Wash.--(BUSINESS WIRE)-- TrueBlue, a global leader in specialized workforce solutions, announced new appointments to its senior executive team as the company works to redefine the staffing experience and underscore market leadership. High-tech industry veteran and innovator Jeff Dirks was named TrueBlue's Chief Information and Technology Officer, overseeing the company's digital transformation. Carl Schweih's, an accomplished business leader known for accelerating growth, will serve as the President of People Management, a core division of TrueBlue.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190606005106/en/>

Jeff Dirks, Chief Information and Technology Officer at TrueBlue (Photo: Business Wire)

Dirks, who is replacing the retiring CTO Carole McCluskey, has

spent nearly three decades developing cutting-edge technology solutions that help businesses and people. He will lead the expansion of TrueBlue's AI-powered technologies that are bringing new possibilities to staffing and recruitment process outsourcing, including its popular [JobStack](#) and [Affinix](#) offerings.

Dirks is a military veteran and entrepreneur who spearheaded two successful tech startups before joining TrueBlue in 2018 as the Senior Vice President of Corporate Technology. In his new role, he oversees business product software and cloud R&D, analytics and data science, enterprise applications, cybersecurity, IT infrastructure services and cloud platform services (AWS) for TrueBlue's global technology organization.

Carl Schweih's is replacing the departing president of People Management Jonathan Means. A collaborative leader with a proven track record of driving strong financial and operational performance, Schweih's will set the corporate direction for three distinct staffing businesses that make up PeopleManagement: Staff Management | SMX, SIMOS Insourcing Solutions and Centerline Drivers.

Schweih's previously served as TrueBlue's Senior Vice President of Strategic Accounts - delivering the full spectrum of TrueBlue's solutions to produce higher ROI for the world's largest brands. Prior to this, he helped to drive strong business performance at TrueBlue,

Seaton Corp. and Grant Thornton in a variety of financial leadership roles. He joined TrueBlue following its acquisition of Seaton Corp. in 2014.

“Jeff has deep experience and the right vision to lead TrueBlue’s efforts in transforming the traditional staffing model through technology innovation,” said Patrick Beharelle, CEO of TrueBlue. “Carl’s sharp business acumen and customer-centric approach will help us to strengthen our market penetration and growth. Both are forward-thinking, passionate leaders who will help us to deliver even more value for our clients, associates and business.”

About TrueBlue

TrueBlue (NYSE: TBI) is a leading provider of specialized workforce solutions that help clients achieve business growth and improve productivity. In 2018, the company connected approximately 730,000 people with work. TrueBlue’s PeopleReady segment offers industrial staffing services, PeopleManagement offers contingent and productivity-based on-site industrial staffing services, and PeopleScout offers recruitment process outsourcing (RPO) and managed service provider (MSP) solutions to a wide variety of industries. Learn more at www.trueblue.com.

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Source: TrueBlue