



Brad Pierce
President / CEO
Restaurant Equipment World / Critical Supply World

Brad Pierce leads Orlando, Florida based Restaurant Equipment World (REW) and Critical Supply World (CSW). His companies have become globally recognized leaders in various product categories within the MENA region. He has engaged the US Commerce Department for the past three years and has had the honor of testifying before the United States Senate regarding increasing US exports. His involvement in the Middle East began eight years ago when a customer placed an urgent multi-million dollar order. REW's team fulfilled the order in just eight days, a feat that's unheard of in the foodservice industry. Brad immediately took a flight to Dubai, UAE to say thank you to his new customer. This initial customer relationship grew and soon Brad and his team were engaging other companies in the region. Once they gained their customer's trust by always delivering on time, without excuses, customers began requesting other commodities such as plumbing and electrical supplies. Critical Supply World was born to represent the broad lines carried beyond the foodservice equipment provided by REW. The combined REW/CSW companies now carry more than 330,000 products from over 1,000 manufacturers. REW/CSW serves more than 100,000 customers in 110 countries around the globe. Brad currently has residency in both Orlando, Florida as well as in Dubai, United Arab Emirates. Spend just a few minutes with Brad and you'll recognize his passion for his customers, employees, and business partners. Brad embodies the spirit of his own personal motto, "Live life to the fullest and enjoy every second of the ride!"