

THE EXECUTIVE PROFILE

PORTRAITS IN ENTERPRISE LEADERSHIP

FOUNDERS & LEADERS · ENTERPRISE TECHNOLOGY

The Integrator: How Deji Jaiyesimi Is Rebuilding Trust Between Manufacturers and Their Machines

After two decades inside the world's largest ERP transformations, the founder and CEO of DuluthPath has set out to answer a question most enterprise software has stopped asking honestly: not just what happened on the factory floor, but why.

BY THE EDITORIAL DESK · ALGONQUIN, ILLINOIS · 9 MIN READ



Deji Jaiyesimi, Founder & Chief Executive Officer of DuluthPath, photographed at his office in Algonquin, Illinois.

There is a particular kind of silence that falls over a manufacturing floor when an ERP system goes dark — not the machines, which keep running, but the truth of what they are doing. It is in that silence that Deji Jaiyesimi has built his career, and, more recently, his company. For more than twenty years, he has been the person called in when a nine-figure transformation program is bleeding money and nobody can say exactly why. Today, as founder and chief executive of DuluthPath, he is trying to make sure that call never has to be made again.

DuluthPath, the integration intelligence platform Jaiyesimi built for mid-market manufacturers and distributors, does not sell itself as another dashboard. Its premise is almost confrontational in its simplicity: an ERP system will tell an operator what happened — the order that shipped late, the inventory that never reconciled — but it will rarely tell them why. Jaiyesimi built his platform to close that gap, vendor by vendor, plant by plant, without asking a client to rip out the systems they have spent years and millions of dollars installing.

A Career Built Inside the Machine

To understand why Jaiyesimi built DuluthPath the way he did, it helps to understand where he has stood. His résumé reads like a tour of the firms that define enterprise transformation: Accenture and Capgemini, where he cut his teeth on large-scale systems integration; State Farm, where he saw transformation at insurance scale; and Hagnode Manufacturing, where he served as Global Design Authority on a ten-country SAP S/4HANA rollout — a program that touched twelve thousand users and ultimately released forty-eight million dollars in working capital back to the business.

"Every ERP tells you what happened. DuluthPath tells you why."

— HAGEN ZANG, VP OF IT, CHEESE MERCHANTS — AN EARLY DULUTHPATH CUSTOMER, AND THE LINE THAT BECAME THE COMPANY'S NORTH STAR

It is a sentence Jaiyesimi did not write himself — it came from a customer, a VP of IT at a mid-market food distributor, describing what he needed and could not find anywhere on the market. Jaiyesimi has since built an entire company around it.

Colleagues describe him as unusually allergic to overstatement for a founder — a trait, they say, that traces directly back to those years leading global delivery organizations, where a single unverified claim in a status report could cost a client seven figures.

That instinct now shows up as something close to a religion inside DuluthPath. The company maintains what Jaiyesimi calls an honesty standard: every feature on the platform is labeled for exactly what it is — live, in roadmap, or reference architecture — with no exceptions made for the pressures of a sales cycle. In an industry not known for restraint in its marketing, it is a quietly radical position.

BY THE NUMBERS

20+

YEARS IN ENTERPRISE TRANSFORMATION

\$58M

LARGEST PROGRAM LED

10

COUNTRIES, SINGLE DEPLOYMENT

SCALE DELIVERED

12,000-user global ERP deployment; 72-person global delivery organization; \$48M in working capital released to the business.

PRIOR FIRMS

Accenture, Capgemini / Gentry Technologies, State Farm, Hagnode Manufacturing, Wipro

CREDENTIALS

MBA · MS, Project Management · BS, Business Intelligence · Lean Six Sigma Master Black Belt · PMP · IBM AI · Certified Scrum Master · ITIL · Agile

Building Without the Brochure

DuluthPath's product itself reflects that same discipline. The platform connects to the ERP systems manufacturers already run — SAP, Oracle, Microsoft Dynamics, NetSuite, and others — and layers a reasoning engine on top, one designed to surface the operational "why" behind supply chain breakdowns, revenue leakage, and order-to-cash friction. Jaiyesimi has described the company's positioning, half in jest, as the Switzerland of enterprise platforms: neutral by design, loyal to no single vendor, answerable only to the data.

Under the hood sits Canaan AI, the company's in-house intelligence layer, and an emerging framework of autonomous agents built to work alongside — rather than replace — the operators who know a factory floor better than any algorithm. Every agent, Jaiyesimi insists, ships with a human-in-the-loop gate. Nothing acts on a client's data without a person's approval. It is, again, the instinct of a man who spent two decades watching what happens when systems move faster than the humans meant to govern them.

"You don't earn the right to automate a decision until you've proven you understand it. That's not a technology problem. That's a trust problem."

— DEJI JAIYESIMI, FOUNDER & CEO, DULUTHPATH

The Long Runway

Jaiyesimi runs DuluthPath out of Algonquin, Illinois, splitting his attention between product architecture, go-to-market strategy, and an executive search of his own — he remains, simultaneously, a candidate for the kind of CIO, CDO, and SVP Digital Transformation roles he spent years advising from the outside. It is an unusual duality: building a company that sells transformation intelligence to enterprises, while continuing to court the very boardrooms he once served as a consultant.

Those who know him say the throughline is consistency, not contradiction. Jaiyesimi has spent his career translating the language of the factory floor into the language of the C-suite and back again — a fluency, colleagues say, that shows up as much in his writing as in his work. Beyond DuluthPath, he is the author, under the name DAYJI, of *Before the Foundation*, the opening volume of a planned series of biblical fiction called *The Lamb Chronicles* — a project he describes as its own kind of systems work, tracing cause back through consequence, in a very different register.

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He lives in Algonquin, Illinois, with his wife, Adetutu Jaiyesimi, a Change Management Executive. His daughter, Nicole, graduates in 2026 with a joint JD/MBA from NYU School of Law and the Stern School of Business, and will join Hogan Lovells. His daughter Simisola, a recent University of Houston graduate, has her sights set on medical school. His daughter Femi is currently studying investment banking at the University of Houston. Asked what he hopes DuluthPath is known for in five years, Jaiyesimi did not hesitate: "That we never once told a customer something that wasn't true. Everything else is just execution."

DuluthPath

Integration Intelligence for Manufacturers & Distributors
duluthpath.com

This profile was prepared as an executive biography.
Photograph placeholder to be replaced with final portrait.