

Meet Justin Lipsky

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By Jim Ries and Justin Lipsky

Jim Reis interviews Justin Lipsky, founder of First Link, about how his company provides supply chain and procurement services by connecting clients with vetted manufacturers primarily in China, Vietnam, India, and Southeast Asia. Lipsky explains that First Link focuses heavily on material procurement—serving end users such as construction, building materials, textiles, and hotel linens. They help companies reduce costs by going direct and cutting out intermediaries. He shares that he's most proud of First Link's open-minded approach to relationships and deal-making. Looking ahead, he discusses growth plans as a second-year company, including managing more regular supply, private labels, and multi-SKU, multi-country procurement for clients. Lipsky also describes his background in cross-cultural nonprofit work, time living in China, and involvement with Baltimore's sister city exchange with Xiamen.