

Retired U.S. Army Sergeant Major Keith L. Craig Joins Team GOT BAG

Former Disney Executive to Support GOT BAG's U.S. Expansion and Strategic Partnerships

LOS ANGELES, CA, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- MAINZ, Germany and LOS ANGELES, USA – August 21, 2026 — Backpack manufacturer [GOT BAG](#) today announced the partnership of entertainment executive veteran and international bestselling author Sergeant Major [Keith L. Craig](#) (Ret.) as Board Member and Senior Partner. In this strategic role, Sergeant Major will spearhead the company's accelerated growth initiatives in the North American market as well as on the continent of Africa.

Sergeant Major Keith L. Craig (Ret.) is a prominent figure in the entertainment industry, best known for his role as an executive with Walt Disney Studios Motion Pictures. During his tenure, Sergeant Major played a crucial role in the distribution of more than 50 high-profile films, including *Coco* (2018), which won the Academy Award for Best Animated Feature. Marvel Studios' *Black Panther* (2018) was another major success under his leadership, earning three Academy Awards and making history as the first superhero film to be nominated for Best Picture. Additionally, Sergeant Major contributed to the success of *Avengers: Endgame* (2019), which became one of the highest-grossing films in Hollywood history with global earnings of \$2.8 billion.

He played a crucial role in driving Disney's box office grosses during his tenure to an impressive total of over \$42 billion during major theatrical releases, including *Guardians of the Galaxy Vol. 2*, *Thor: Ragnarok*, Disney's *Aladdin*, *The Lion King*, and Lucasfilm's *Star Wars: The Last Jedi* and *Star Wars: The Rise of Skywalker*. In addition to his achievements in film distribution, Sergeant Major Keith L. Craig (Ret.) is an International Bestselling Author. His first book, *Serving to Lead*, has garnered widespread acclaim. He has since published *Checkpoint Decoder*, *Black Ops* of



Sergeant Major Keith L. Craig attends The Business of Black Leadership event.

Hollywood, Cinema Witout Borders, and is currently working on a fifth publication, Fame Vs Legacy, to be published this winter.

Beyond his achievements in film distribution, Sergeant Major has established himself as a recognized and respected leader in both entertainment and investment sectors, serving as Managing General Partner and Founding Member of several influential ventures. He serves as Founder, Chairman, and CEO of Craig Global Enterprises (CGE), which owns, operates, and stewards a portfolio of operating businesses including Craig Global International (CGI) Africa and Ambassador of the Septimius Awards in Amsterdam. He is also affiliated with leading entertainment and prestigious industry events, including serving as a voting member of the Academy Awards.

German bag and backpack maker GOT BAG has been active in the U.S. market since 2021, alongside its European operations, selling through a network of more than 200 retail partners, including big-box and specialty retailers such as REI, Free People, and Nordstrom. The company gained particular recognition in the United States through its exclusive collaboration edition with Hollywood star and ocean conservation advocate Jason Momoa.

“

Today's consumers don't just care about good style – they make increasingly conscious purchasing decisions that reflect their values.”

Sergeant Major Keith L. Craig

GOT BAG creates travel goods with a contemporary design from recycled materials. To transform trash into something valuable, the company works closely with its partner foundation GOT BAG Indonesia, which operates its own clean-up program on Java. Through this collaboration, local participants collect plastic waste from coastal areas and the ocean, which is recycled and used as the primary material for GOT BAG products. As a certified B Corp™,

GOT BAG stands alongside a global community of businesses that uphold high social and environmental standards. The company partners with organizations such as Sea Shepherd and Coral Gardeners under a shared vision for healthier oceans.

"We are thrilled to have Sergeant Major, such an experienced industry legend, supporting us," said Benjamin Mandos, GOT BAG Founder and CEO. "His proven track record in scaling businesses, combined with his exceptional expertise and extensive network, positions him



Sergeant Major Keith L. Craig on the red carpet at Le Majestic Barriere in Cannes.

perfectly to help us achieve our next phase of growth in the United States."

"Today's consumers don't just care about good style – they make increasingly conscious purchasing decisions that reflect their values," said Sergeant Major. "GOT BAG has grown from a small startup into an internationally recognized brand in just a few years. I see tremendous opportunities in the U.S. market and am excited about this collaboration."

About GOT BAG

GOT BAG creates backpacks, bags, and luggage from plastic collected from coastal areas and the ocean, as well as other recycled materials. Through its partnership with GOT BAG Indonesia, the company supports a clean-up program on Java that helps transform waste into high-quality products with contemporary design.



Sergeant Major Keith L. Craig in official military uniform.

GOT BAG creates backpacks, bags, and luggage from plastic collected from coastal areas and the ocean, as well as other recycled materials. Through its partnership with GOT BAG Indonesia, the company supports a clean-up program on Java that helps transform waste into high-quality products with contemporary design.

Sergeant Major Keith L. Craig
Angela Lewis Premium Brand Support Specialist
+1 240-561-9855
angela@savvydesigns.info
Visit us on social media:
[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/936058319>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.