

2017

Provider Pros to Know

MITCH WESELEY,
CEO, 3Gtms — 30 Years in Supply Chain



Weesley, regarded as the father of the transportation management system (TMS) industry, created six successful companies in the technology and logistics software industry. He wrote the first TMS as a developer in the mid-80s and, early on, applied the principle of consolidating less-than-truckload (LTL) to truckload (TL) with an independent algorithm execution system. Today, he says the focus is on providing the right blend of flexibility and ease of use that can handle complex scenarios, while also achieving cost savings.

JOSEPH TILLMAN, Principal Research Lead of Supply Chain Management, American Productivity & Quality Center (APQC) — 15 Years in Supply Chain



Tillman is keenly aware of the changes occurring in business and supply chain today. He says, “I’ve kicked boxes, licked labels, and driven trucks and trains.” He oversees all aspects of the APQC’s research on supply chain industry practices, including benchmarking, best practices and process improvement. His research interests include further defining supply chain management and using APQC’s Open Standards Benchmarking data to gain insight into the performance of peer groups, as well as what is driving that performance.

PETER MURPHY, Director of Software Implementation, Arkieva — 15 Years in Supply Chain



Murphy has successfully worked on more than 20 demand, inventory, reporting and supply chain visibility projects, all with the goal of helping businesses to improve their existing supply chain processes, minimize inefficiencies and maximize profitability. Murphy aids businesses with Arkieva’s Supply Chain Suite implementation to improve collaboration between cross-functional teams. Having a multi-user solution with the security to be shared alleviates many issues regarding real-time supply chain planning, collaboration and visibility.

BRIAN GLAHN, CEO, Atlantix Global Systems



Glahn knows that it is important for businesses to have sound IT infrastructure, which is why Atlantix focuses on providing services and solutions around data security, data sanitation and data processes. The company’s mission is to be the most extensive network and hardware provider by building relationships, and offering impeccable service and certifiable quality. Glahn recognizes that companies that make cloud infrastructure a core part of their strategy need to be able to rely on a provider who is flexible and allows them to retain control of their IT.

RICHARD BURTON, Vice President of Europe, the Middle East, Africa, Australia and New Zealand, AVATA UK Limited — 16 Years in Supply Chain



Burton is a demand planning, and more specifically, trade promotions management expert. While he understands the domain thoroughly, he also understands how people work, and how to use technology in a practical and supportive way to bring about improvements. He strives for simplicity and consolidation rather than diversification and complexity.

GENE AVERILL, President and CEO, Avercast LLC — 50 Years in Supply Chain



An original co-author of Demand Solutions software and founder of Avercast, Averill’s forecasting and demand planning software is currently used by more than 10,000 supply chain professionals in 74 countries. In deploying forecasting, planning and collaboration web-based technologies, Averill was able to cut his customers’ lead times by as much as half, increase their customer service levels by 15 percent and drastically improve their on-time deliveries.

IVAYLO ILIEV, Vice President of Engineering, B-Stock Solutions — 10 Years in Supply Chain



Iliev delivers reverse supply chain solutions to clients by implementing and maintaining back-end operations for customized business-to-business (B2B) and business-to-consumer (B2C) marketplaces that connect overstock and returned inventory directly to buyers via a competitive and dynamic online auction platform. Since 2010, he has completed over 50 successful



implementations for some of the world's largest retailers—including Wal-Mart and Amazon—enabling recovery of 30 to 80 percent more money for returned and excess merchandise.

BRIAN HARVEY, Lead Systems Engineer, Barcoding Inc. — 18 Years in Supply Chain



Harvey makes it his mission to develop and implement solutions for unique and out-of-the-box applications, and prides himself on offering ongoing support to customers. He uses mobile device management to drastically improve the way he can offer ongoing customer support by giving him access to customers' devices any time and any place, so he can proactively monitor devices and help customers.

JAKE BARR, CEO, BlueWorld Supply Chain Consulting — 37 Years in Supply Chain



Barr, an industry pioneer known for driving the move to demand sensing, as well as the use of control towers, to deliver breakthrough business results, delivered large-scale supply chain transformation efforts first at Procter & Gamble, then as a consultant across many industry verticals. He believes the uncertainty of economic and political stability around the world is reaching a tipping point. He says the challenge is how to navigate the volatility with enough agility to still optimize traditional cost and service expectations.

ED BURNS, President, Burns Logistics Solutions Inc. — 24 Years in Supply Chain



Burns believes the key challenges facing his customers and their supply chains are driver availability and adequate capacity. His business model directly addresses these issues by matching contracted carriers with specific shippers. For example, in 2012, Burns initiated and facilitated an alliance between Tyson Foods and Coca-Cola—a classic case of a private reefer fleet matched with a reefer/cold chain shipper.

COLBY BELAND, Vice President of Sales and Marketing, CaseStack — 22 Years in Supply Chain



Beland's experience, knowledge and leadership are the driving forces behind his team's ability to achieve a growth of 26 percent year over year. All of the key performance indicators

(KPIs) that retailers and suppliers are looking for can be achieved, but not by using traditional LTL/parcel delivery carriers as their mode of transportation: Beland believes consolidation is the answer. Collaborative freight consolidation benefits retailers, suppliers and consumers by reducing transportation and warehousing costs, and improving on-time and order fill rates, which ultimately equate to higher in-stocks.

DAVID CLARK, Vice President of Global Commodity Management and Diversified Markets Solutions, Celestica Inc. — 30 Years in Supply Chain



Clark, a supply chain executive who spent his career in the semiconductor and electronics manufacturing industries, says the key challenge facing the global electronics supply chain in 2017 is the level of consolidation occurring throughout the supply chain. Building strong relationships with supply partners as the industry undergoes consolidation is one way that Clark and his team ensure supply continuity and price management for customers.

WILLIAM (BILL) MRZLAK, President, ChainSequence Inc. — 25 Years in Supply Chain



Mrzlak is determined to improve the relationship between supply chains and S&OP. Supply chain planning includes taking an impartial look at demand and supply management, demand and supply alignment, and order management. Each area is comprised of numerous cogs in a complex machine, which must function in concert with one another, says Mrzlak. His gift is his ability to evaluate these moving parts to quickly pinpoint the issues that hold companies back.

DAVE LINDEEN, Senior Vice President of Sales, Corcentric — 14 Years in Supply Chain



Lindeen works with financial professionals to understand specific pain points in the order-to-cash process. By listening to each business' needs, he helps each customer configure its solution to maximize revenue, increase efficiency, and reduce errors and supplier disputes. By assuming full accounts payable and receivable processes, Lindeen offers businesses the freedom to focus on strategic issues with the confidence that all data and payments are communicated between buyers and suppliers.



JEFF SILVER, CEO, Coyote Logistics
— 30 Years in Supply Chain

In 2014, Silver helped Coyote Logistics launch its first mobile app, CoyoteGO, for drivers and dispatchers. Silver is dedicated to developing technology that streamlines and optimizes everyday responsibilities for shippers, carriers and employees, which is why Coyote is one of the fastest growing 3PLs in North America.

BILL HARRISON, President, Demand Management Inc. — 25 Years in Supply Chain



Harrison believes companies with mature supply chains should focus on maximizing collaboration across their supply chains. This strategy, integrated business planning (IBP), seeks to involve as many business stakeholders as possible—not just supply chain participants—in every supply chain decision. Harrison is committed to helping customers understand, embrace and implement the principles of IBP, so they can achieve higher levels of supply chain excellence.

DOUG WAGGONER, CEO and Chairman of the Board, Echo Global Logistics
— 36 Years in Supply Chain



Waggoner, who built Echo into a leading provider of multimodal transportation management, thinks the electronic logging device (ELD) mandate could impact trucking capacity by decreasing asset utilization. He works with clients to meet the challenges of capacity. Due to a recent acquisition, Echo expanded its truckload carrier network to more than 40,000 carriers and a larger geographic footprint, ensuring all clients have the capacity for their shipments, saving them both time and money.

ED RUSCH, Vice President of Corporate Marketing, Elemica — 25 Years in Supply Chain



Rusch is an expert at taking complex supply chain verbiage, and translating it into meaningful insights that capture the attention of peers and thought leaders. He promotes the impact supply chains have on businesses around the world, and how to improve these supply chains through B2B collaboration and automation. Every year, Rusch and his team create a customer conference that imparts greater visibility across the extended value chain and more.

SAM MIKLES, President and CEO, Flash Global
— 17 Years in Supply Chain



Mikles is a visionary who's leading Flash Global's transformation from a traditional transaction-based 3PL to an integrated service supply chain solutions provider. In fact, his passion for bringing value-added services and support to customers is transforming the service supply chain industry. "I know what it's like to be on the front lines, seeking service-delivery nirvana, anywhere, anytime, in some of the most challenging countries in the world. It's from that perspective that I crafted our mission," he notes.

BRAD ANDERSON, Senior Director of Performance Improvement, Fortna Inc. — 18 Years in Supply Chain

Anderson helps companies develop and implement strategies for optimizing complex distribution environments. With a holistic approach, he guides clients in transforming their distribution operations to achieve real business value. Anderson also develops and implements successful and sustainable labor management programs for clients, which can result in millions of dollars in savings, increased operational capacity and throughput, and distribution optimization.

SETH CONRAD, Senior Director of Professional Services, Fortna Inc. — 19 Years in Supply Chain

Conrad recently led a supply chain transformation for a client that was eager to consolidate its inventory across more than 20 distribution centers into three, enabling pull-based flow processing using two fulfillment engines. This solution provided the existing distribution nodes with more flexibility to handle the optimal inventory profile to support stores, while continuing to allow consolidated freight to be processed within the required service levels across the store network.

MIKE PEREZ, CEO of Americas, HH Global
— 20 Years in Supply Chain



Under Perez's leadership, clients benefit from innovative and tailored solutions that drive down costs—30 percent on average—across the supply chain. He created the Diverse Direct program to help companies meet diversity spend goals by sending purchase orders and making direct payments to minority suppliers in network. Some clients route more than 90 percent of their total spend through this program.



ANNEMARIE OMROD, President and CEO, John Galt Solutions — 20 Years in Supply Chain



Omrod has helped thousands of companies—such as Hasbro, Microsoft and DuPont—develop their supply chain processes, build and enhance their forecasting and demand planning processes, and improve business results. She not only ensures the daily operations and strategic vision of John Galt Solutions closely align with its customers’ needs, but she also was one of the chief designers of the company’s award-winning ForecastX Wizard demand planning software.

MADHAV DURBHA, Ph.D., Vice President of Industry Strategy, Kinaxis — 20 Years in Supply Chain



According to Durbha, the key challenges facing his customers are complexity and volatility, which in turn, make demand planning more challenging. Being able to quickly respond to unforeseen circumstances is paramount. To that end, Durbha educates companies on the need for speed in planning and supply chain decision-making, while Kinaxis provides the technology to enable such near real-time planning.

DAN CLARK, President and Founder, Kuebix — 20 Years in Supply Chain



Clark says he is at the forefront of a major logistics disruption that is empowering companies to achieve better visibility, efficiency and cost savings in their supply chains. With Kuebix TMS, companies can view all their direct carrier rates side by side, rather than visiting multiple carrier websites, making dozens of calls or losing visibility by using a 3PL. Kuebix also allows easy shipment booking, tracking, tracing, audit, carrier payment and analytics on a mobile-compatible platform.

TARA BUCHLER, Implementation Manager, BluJay Solutions — 12 Years in Supply Chain



According to Buchler, shippers need to transform data into actionable intelligence and understand what metrics are actionable to drive the business forward. BluJay Solutions and Buchler are committed to providing customers visibility into their transportation network, often in real time, to furnish shippers with more insight

into the exact location of their freight, while harnessing the power of LeanTMS to highlight exceptions associated with service failures.

JOHN HAMELINK, Senior Account Manager, BluJay Solutions — 29 Years in Supply Chain



Hamelink is responsible for driving continuous improvement, establishing best practices and maximizing value for customers using the BluJay Solutions technology platforms.

While he says it’s difficult to know how much carrier availability will be affected by the ELD mandate, it’s likely capacity will tighten, thus increasing rates and decreasing on-time service. To help mitigate impacts, he is working with customers to lock in rates and capacity in 2017.

KIM LUNTE, Manager of Professional Services, NeoGrid — 14 Years in Supply Chain



Lunte’s expertise in developing and executing category management and strategic sourcing strategies in the retail sector delivers savings, streamlines processes and increases spend under management. In addition, she developed scalable processes for new customer configuration and implementation, reducing turnaround times from contract to go-live by 74 percent. Lunte is responsible for reducing touch-points in preparation of monthly customer metrics reports through a business intelligence solution, decreasing refresh times by 90 percent.

DONALD J. HOEPPNER, Executive Partner, Paladin Associates Inc. — 30 Years in Supply Chain



Hoepfner’s focus lies in strategic sourcing and cost reduction. He assists clients with technology implementations (such as spend analysis and e-sourcing), sourcing process improvements and staff development, delivering savings that improve cash flow and profitability. Furthermore, his fees often are based on shared savings to provide clients with a guaranteed return on investment (ROI)—no risk.

WILLIAM SALTER, CEO and President, Paragon Software Systems — 20 Years in Supply Chain



Salter led a team that successfully completed the productization and go-to-market strategy for Paragon HDX, its home delivery software, addressing market demand from retailers to



balance excellent customer service with cost-effective transport operations. By using all Paragon HDX modules, users can manage their order fulfillment process from order capture to delivery and post-delivery management, reducing planning time and improving information flow.

JOHN COSTANZO, President, Purolator International — 40 Years in Supply Chain



Costanzo spearheaded the development of the PuroPost e-commerce solution, which offers guaranteed delivery to all Canadian residential locations within two to eight days due to the company's relationship with Canada Post, the country's national postal service. Shipments are pre-cleared into Canada and delivered by individuals' regular mail carriers. This year, he plans to additionally raise awareness of Purolator's expedited forwarding services for the domestic United States. The company offers an on-time arrival rate of 99.4 percent.

JAMES H. GELLERT, Chairman and CEO, Rapid Ratings International — 10 Years in Supply Chain

Gellert is the face of Rapid Ratings International, a company that combines advanced analytics, high-touch customer service, and proprietary algorithms to accurately predict the current and future financial health of public and private companies. The Financial Health Ratings the company generates synthesize an organization's financial statements into a simple 0 to 100 score. With today's turbulent markets and complex global supply chains, it's pivotal for clients to rethink the standards they apply to enterprise risk and use financial health as a metric to determine supplier stability.

MICHAEL FALCK, President of RELEX Solutions U.S., RELEX Solutions — 15 Years in Supply Chain



Falck says 62 percent of supply chain professionals cite reducing inventory while improving availability as a major priority; 64 percent struggle to forecast demand for promotions; and 58 percent find it particularly difficult to predict demand for new products. Under Falck's guidance, RELEX addresses these challenges by improving customers' demand forecasting, which cuts inventory (typically by 20 to 30 percent) while improving availability (typically by 5 percent).

MARIE COLBERT, President and CEO, REZ-1 — 25 Years in Supply Chain



North American railroads use domestic containers to provide intermodal service to domestic and international shippers. REZ-1 provides the neutral platform upon which participants in the intermodal transport chain reserve, release, track, bill and pay for usage of container assets. Colbert guides the company's delivery of value to the intermodal ecosystem, including railroads, beneficial cargo owners, motor carriers and terminals. Her vision for service and technology makes REZ-1 a premier provider capable of processing over 12,000 intermodal equipment moves per day.

BILL NULTY, Ph.D., Founder and CEO, Scientific Logistics — 34 Years in Supply Chain



Dr. Nulty has not only helped hundreds of companies optimize supply chains—ranging from design and strategy initiatives to transportation planning and scheduling to real-time logistics—but also developed logistics decision support systems that are used worldwide. In his current role, he is helping to reinvent transportation and distribution planning software in the cloud, thereby enabling customers to reduce distribution costs, shrink planning efforts, improve service and standardize business processes.

SEAN RILEY, Global Industry Director of Manufacturing and Transportation, Software AG — 16 Years in Supply Chain



Riley believes customers and their supply chains will continue to struggle with Internet of Things (IoT) adoption and digitalization in the supply chain. Digitalization is required to fully capitalize on the IoT, while it makes supply chains more nimble, responsive and resilient, he says. To that end, Riley created a scalable solution that allows supply chain and logistics practitioners to incorporate the IoT as part of their broader supply chain optimization strategy with a measured, flexible adoption methodology.



JOHN MAHER, Vice President of Product Strategy, Synchrono — 20 Years in Supply Chain



Concepts like the IoT, smart manufacturing and Industry 4.0 revolve around digitization and synchronization of the manufacturing environment—endeavors in which Maher invested his career. He drove the vision of the Synchrono Demand-Driven Manufacturing platform, which connects manufacturing with the extended supply chain in real time, generating intelligence for instant decision-making. He also works with manufacturers to leverage technology, resulting in increased capacity, improved production flow and greater rates of on-time delivery.

ANTHONY ALLWOOD, Founder and CEO, Systems Logic



Allwood left a successful career in distribution and manufacturing to found Systems Logic, which discovered many clients suffered from the same core issue—systems

designed around the financial management of inventory, not transactional management. This flaw led to companies living with inaccurate inventory, frustrated staff and failed implementations. To address the transactional management aspect of inventory and warehouse management software, Allwood pioneered visual-based picking to eliminate the need for “grocery shopping” in the warehouse.

MARK MCENTIRE, Senior Vice President of Operations, Transplace — 28 Years in Supply Chain



McEntire led the authoring of the Transplace strategic account management process that is now part of the operational DNA of the organization. Because shippers are continually challenged to find year-over-year savings within the supply chain, this process assists in identifying, scoping and pursuing operational projects to drive year-over-year value. The basic tenets of the process are transparency, collaboration, cross-pollination across all customers and holistic thinking.



Old Dominion’s focus on premium service means every item arrives with one of the lowest claims ratios and one of the best on-time records in the industry.



CHARLES MOORE, Vice President of Parcel Solutions, Transportation Insight
— 25 Years in Supply Chain



Moore is key in delivering Transportation Insight's suite of parcel shipping services, including parcel engineering, optimization, audit and advanced analytics. His knowledge of carrier networks also helps develop programs that are at the foundation of the company's audit solutions, addressing invoice accuracy, service guarantees and compliance requirements. In addition, his pricing experience and multimodal knowledge give him insight into how a parcel shipper can be impacted by parcel carriers' rates, fuel surcharges and pricing strategies.

RICK BRUMETT, Vice President of Client Solutions, Transportation Insight — 37 Years in Supply Chain



Brumett anchors Transportation Insight's services to help companies navigate growth strategies that involve everything from import optimization and compliance to

omnichannel delivery speed, service and flexibility. His international trade compliance certification in imports and exports also enables the multimodal global logistics provider to engage with customers as a licensed freight forwarder on a tactical basis, executing shipments that move clients' products through more than 100 nations globally.

ANDREW LYNCH, President and Co-Founder, Zipline Logistics — 14 Years in Supply Chain



Lynch proactively leverages and analyzes transportation data to help customers uncover new opportunities for supply chain savings and efficiencies. KANOPI, Zipline's newly launched business analytics product, facilitates transportation spend and performance evaluation for customers by automatically pulling and aggregating data into more than 20 algorithms and metrics. Customers can securely log in to KANOPI and evaluate performance in real time on their own desktops or tablets.



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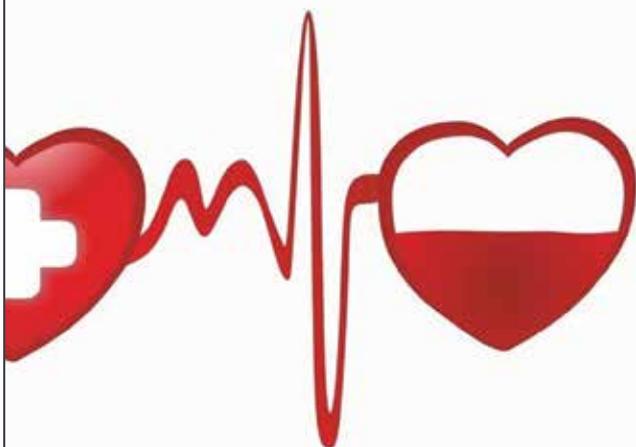


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2017 Practitioner Pros & Teams to Know

THE TEAM FROM CELESTICA INC.



The team includes Kristie Syndikus, vice president and global process owner of source-to-pay; David Geddes, director of customer material solutions; Glenda Taylor, director of supplier quoting and awards; Adib Kheireddine, director of master data, supply chain management, environmental and regulatory compliance; Ken

Chow, director of product data management; Hong Peng Lau, Asia purchasing leader; Tamas Szontag, Europe purchasing leader; Randy Howatt, Americas purchasing leader; Tracy Smiley, source-to-pay, process and applications leader; and Alex Tse, director of accounts payable.

The Celestica source-to-pay team, which consists of more than 800 supply chain professionals around the globe, is on a mission to simplify material pricing and costing, manage customers' product engineering data, execute purchasing demand and pay its supply base. Over the last 12 months, the team enabled improvements of 10 percent in cost productivity, 48 percent in quote cycle time efficiency, 15 percent in master data quality, 27 percent in new product launches, 30 percent in purchasing execution cycle time and 66 percent in payable execution.

ROB BROWN, Head of Supply Chain Planning, Linde — 25 Years in Supply Chain



Brown leads a team that coordinates production and transportation across 50 plants each week, not only providing reliable product supply for customers, but also minimizing costs.

Because Linde has many plants, limited inventory capabilities for cryogenic products and specialized transport needs, it's essential to plan for appropriate resources at each plant. Linde recently implemented Arkieva's demand planner to improve its S&OP process, which yields a supply chain more tightly aligned with sales forecasts.

TERRY BOE, Vice President of Manufacturing and Supply Chain, Multi-Tech Systems Inc. — Five Years in Supply Chain



Boe manages a multi-million dollar materials budget for an international electronics manufacturer. Since taking on his current role, he has successfully driven costs down year after year,

promoted extensive process improvement, and spearheaded efforts to secure a green and conflict-free supply chain. In fact, his cost-down initiatives outperformed target savings by nearly 40 percent, including material costs, inventory management and process improvement.

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Seth Conrad

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- › Andrea Atwell, L'Oréal
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- › Michael Cygan, True Value Company
- › Angie Taylor, Vista Outdoor Inc.

JOSEPH A. FASSANO, Supply Chain Manager, SPI Pharma — *25 Years in Supply Chain*



Fassano is responsible for managing SPI Pharma's global supply chain. During his tenure, he has led supply chain visibility initiatives in the areas of supply, capacity, inventory and cross-functional collaboration. These initiatives resulted not only in improved customer relationships, but also helped SPI Pharma identify and capitalize on new business opportunities, reduce lead times and decrease inventories.

JAMES BLEYER, Senior Collaborative Planning, Forecasting and Replenishment Analyst, Tempur Sealy International (TSI) — *14 Years in Supply Chain*

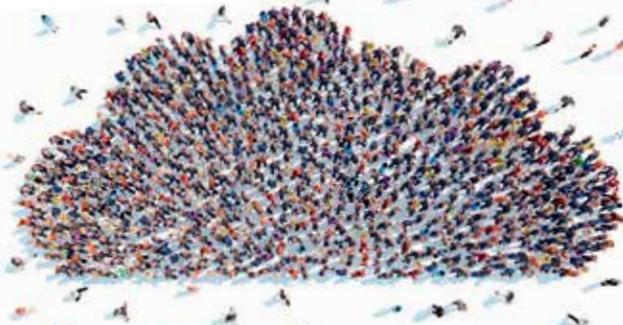


Bleyer says TSI's No. 1 challenge in 2016 was not forecasting appropriately. Because the Sealy brand traditionally was handled as a make-to-order business, it caused excessive overtime and materials on hand, and overall supply chain pressure. By starting to forecast at the item location and on a weekly basis, the company moved toward a hybrid fulfillment model using build-to-stock to level load manufacturing sites. This strategy yielded improved fill rates, on-time delivery and a 5 percent reduction in labor overtime.

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