

JOEL SUTHERLAND

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Professional Profile

Logistics, Supply Chain Management professional with over 30 years' experience working for Fortune 100 companies as well as privately help companies. Solid history of applying out-of-the box approaches, adapting to new business environments, utilizing leading edge technology, and negotiating win-win agreements. Recognized for ability to incorporate innovative management techniques resulting in enhanced practices, increased productivity, and improved profits. Forges strong collaborative relationships to improve service levels and reduce total supply chain costs. In recent years supported a variety of university research efforts, served as a guest lecturer at a number of universities, made industry presentations around the world, wrote a number of trade articles/papers, assisted in developing, organizing, and executing a number of conferences/symposiums, and led one of the premier worldwide professional associations.

Education

- MBA, Pepperdine University, 1976
- BS Marketing Logistics, University of Southern California, 1974

Awards and Honors

- Special Achievement Recognition, Voluntary Interindustry Commerce Standards (VICS) Association, 2004
- Top 20 Logistics Executives, *CLO* magazine and the *Logistics & Supply Chain Forum*, 2002-2003
- Toastmasters International: Advanced Toastmaster (ATM), 2003; Competent Toastmaster (CTM), 2001
- Professional Achievement Award, *Logistics Management* magazine, 1987

Teaching/Academic Experience

- Industry Liaison Officer at Lehigh University's Center for Value Chain Research since May 2006.
- Adjunct professor at the University of Southern California teaching MBA logistics, 1984-1985
- Supply Chain Boards at University of Arkansas, and University of Tennessee, 2000-2004
- Guest Lecturer at George Washington University, Georgia Southern University, Rutgers University, Texas Christian University, University of Arkansas, University of Tennessee, University of North Texas, and the University of Southern California
- Supported, participated, and/or helped organize conferences/research symposiums at Purdue University (Emerge), Rutgers University (Supply Chain Management Certificate Program), Texas Christian University (AMA Faculty Consortium on Supply and Value Chain Management), University of Arkansas (Supply Chain Management Research Center and The

Logistics Institute), University of Louisville (CELDI Fall Forum), University of North Texas (Executive Logistics Forum), University of Southern California (Logistics Symposium), and the University of Tennessee (Supply Chain Strategy & Management Forum)

Business Experience

- Air Road Express, Indianapolis, IN, 2004-2005: *COO Air Road Express/President Air Road Logistics*
Brought in by Reliant Equity, a private investment group, to reengineer and grow this \$45M transportation company into a fully integrated 3rd party provider of logistics services and position the company for sale or merger. The company was suffering from an over reliance on automotive parts supplier customers and needed to diversify its' client base into other market verticals and broaden its' service offerings. The reengineering strategy required the creation of a new breed of information technology, the development of demonstrated industry best practices, the hiring of proven operational professionals, and the implementation of financially effective processes and controls. Accountable for full P&L, a network of 9 company owned locations, dozens of 3rd party relationships, a fleet of 200 trucks, over 1M square feet of leased warehousing, and more than 300 employees.
- JB Hunt (Transplace), Plano, TX, 1998-2004: *Senior Vice President Supply Chain Integration*
Hired by the President of J.B. Hunt Logistics to help create a revolutionary new 3rd party global logistics services business based on increasing the volume of transportation and carrier capacity managed (i.e. critical mass), applying web-based systems to connect trading partners, and utilizing optimization technology to reduce costs and improve service. After gaining Board approval at the end of 1999, supported the creation of an independent new company, Transplace, by merging six non-asset logistics services businesses into a single enterprise. Added dozens of new Fortune 500 accounts between 2000 and 2004, primarily retail and manufacturing, and increased annual revenue from \$350M to more than \$2B. Responsible for \$200M P&L and oversight for up to 150 employees.
- Formica Corporation, Cincinnati, OH, 1996-1998: *Vice President, Logistics*
Hired by BTR Inc, a British investment group, as a key member of a turnaround team for this \$2B global manufacturer of surfacing materials. The company was in rapid decline and had lost significant market share due to excessive cycle times and inability to commit to time definite delivery requirements. A significant cause was the organized labor force that was poorly managed and had lost trust in management. Objective was to improve overall supply chain and financial performance in order to sell the Company. Managed 11 international facilities with over \$95M inventory, 1800 employees, and budget responsibility of \$200M.
- International Paper - xpedx, Cincinnati, OH, 1994-1996: *Vice President, Logistics*
Recruited by the President to implement world-class logistics practices and integrate business processes for this newly formed wholesale distribution arm of International Paper. The company was growing through the acquisition of paper merchants throughout North America at a rate of nearly \$1B a year and was experiencing severe growth pains. Responsible for an operating budget of \$200M, inventory of over \$350M, a fleet of 750 trucks, a network of 110 distribution centers & 154 retail stores, and around 8,000 employees.
- Curtin Matheson Scientific (acquired by Fisher Scientific), Houston, TX, 1992-1994: *Vice President, Logistics*
Hired by the President to transform this \$700M wholesale distribution business into a lean enterprise focused on continuous cost reductions while improving service and product quality. A key challenge was to integrate two separate departments during the first six months. The

Distribution department, responsible for warehousing and outbound transportation, and the Inventory Management department, responsible for procurement, inventory management, and inbound transportation, had operated independently and had become ineffective and inefficient. Responsible for an operating budget of \$50M, a network of 20 distribution centers, inventory of \$100M, and nearly 900 employees.

- CSX Corporation, Alexandria, VA/Düsseldorf, Germany, 1988-1992: *Vice President & Managing Director, CSX/Sealand Logistics / Frans Maas/Sealand Logistics*
Recruited to a newly formed operating unit of CSX Corporation, CSX/Sealand Logistics. In the mid-1980's, CSX acquired Sealand and established a global transportation capability that included one of the largest U.S. railroads and one of the world's largest ocean container lines. Their vision was to create a new company that would leverage the assets of these two companies while also providing global non-asset based logistics services. Looking for industry vertical experts, I was brought in to build and run a 3rd party logistics service focused on automotive, hi-tech, and consumer electronics manufacturers in Asia, Europe and the U.S.
- Denso, LTD, Los Angeles, CA, 1977-1988: *Vice President, Operations*
Hired as the first U.S. Distribution Manager for this global \$26B Japanese automotive parts manufacturer and Toyota Group Company. After rotating through a number of different positions, promoted to the top U.S. operational role assuming responsibility for all procurement, import, manufacturing, customer service, warehousing and distribution activities in the U.S.

Professional Activities

- Council of Supply Chain Management Professionals or CSCMP (previously the Council of Logistics Management or CLM) Executive Committee(Board): Immediate Past President, President, First Vice President, Second Vice President, Secretary/Treasurer, General Conference Chair, Research Project Chair (produced logistics novel "*Precipice*"), Research Strategies Chairperson, International Strategies Chair, Research Project Committee (*Reconfiguration of European Logistics*), Annual Conference Program Chair, Roundtable President-Southern California, Committee Chair to define Logistics Management and Supply Chain Management, Committee Chair to select DSA Award winner (Lee Scott, Wal-Mart), Committee member to develop and recommend new association name, Committee Chair to select Editor for the *Journal of Business Logistics*
- Warehousing Education Research Council (WERC): Annual Conference Program Chairperson, President, Southern California Chapter
- Voluntary Interindustry Commerce Standards (VICS) Association: Chair the Collaborative Transportation Management (CTM) committee for improving supply chain performance in the retail industry

Professional Associations

Council of Supply Chain Management Professionals (previously the Council of Logistics Management), Warehousing Education and Research Council, Voluntary Interindustry Commerce Standards Association

Publications

Record of Published Papers

1. Sutherland, J., and Longo, M., "Adding Value through Supply Chain Integration, Auto Parts Retailing", Proceedings of the Council of Logistics Management Annual Conference, pp. 25-33, Toronto, Canada, October 17-20, 1999
2. Sutherland, J., and Kazan, J., "How Outsourced Teams Work Together for the Common Good", Proceedings of the Warehousing Education and Research Council, 23rd Annual Conference, San Antonio, TX, April 30-May 3, 2000
3. Taylor, G.D., Watson, J.A., Sutherland, J., Roth, D., Stuart, D. and English, J.R., "Current Opportunities in Logistics Research and Practice: An Agenda for Business and Academia", Proceedings of the 4th International Conference on Engineering Design and Automation, H.R. Parsaei, M. Gen, H.R. Leep, and J.P. Wong, Eds., pp. 651-660, Orlando, FL, July 30-August 2, 2000
4. Flint, D.J., and Sutherland, J., "Innovative Ways to Anticipate and Create Significant Logistics Value", Proceedings of the Council of Logistics Management Annual Conference, pp. 407-426, New Orleans, LA, September 24-27, 2000
5. Taylor, G.D., and Sutherland, J., "The Growing 3PL Market in the United States", Proceedings of the 6th International Logistics Conference, pp. 1-4, Prague, Czech Republic, May 22-23, 2001.
6. Sutherland, J., "Creating Logistics Value and the Impact on Supply Chain Performance", Business Briefing, European Purchasing & Supply Chain Strategies, World Markets Research Centre, London, United Kingdom, May, 2001
7. Sutherland, J., "Strategic Alliances: The Next Wave for Logistics Management", Proceedings of the 34th Transportation Law Institute, San Antonio, TX, October 20-23, 2001
8. Sutherland, J., "Innovative Ways of Creating Significant Logistics Value", Business Briefing, Global Purchasing & Supply Chain Strategies, pp. 32-34, World Markets Research Centre, London, United Kingdom, October, 2001.
9. Sutherland, J., "Logistics and Supply Chain Management-A Transportation 3PL Perspective", Proceedings of the 7th International Logistics Conference, Prague, Czech Republic, April 9-10, 2002
10. Sutherland, J. and Speh, T. W., "Using 3PL Service Providers to Create and Deliver Significant Supply Chain Value", Montgomery Research, Inc., ASCET Volume 4, 2002
11. Sutherland, J., "Collaborative Transportation Management-Creating Value Through Increased Transportation Efficiencies", Business Briefing: Pharmagenetics, World Markets Research Centre, London, United Kingdom, 2003
12. Sutherland, J., Goldsby, T., and Stank, T., "Leveraging Collaborative Transportation Management (CTM) Principles to Achieve Superior Supply Chain Performance", Montgomery Research, Inc., ASCET Volume 6, 2004

Record of Published Articles/Articles Contributed to/White Papers

1. Sutherland, J. and Speh, T. W., "Using 3PL Service Providers to Create and Deliver Significant Supply Chain Value", E-Strategy International, 2001
2. Sutherland, J., "Logistics and Supply Chain Predictions for the Transportation Industry in 2003", eyefortransport, 1/29/2003
3. Sutherland, J., "Transportation/Logistics Issues and Opportunities: Outcome from Transplace Shipper Symposium", 6/11/2003 (distributed as a white paper at the 2003 CLM conference)
4. Sutherland, J., "Tapping the Benefits of Collaborative Transportation Management-A 3PL Perspective", Reliant News-The Logistics, Trade, Handling and Warehousing Magazine (Czech Republic), 1/2004

5. Williams, L. "Profiles in Leadership-East Meets West", Supply Chain Management Review, January/February 2004 (Article on Sutherland's Leadership Style)
6. Sutherland, J., "Fundamentals of Transportation – What General Managers Need to Know", Warehousing Forum, Volume 19, Number 5, April 2004
7. Sutherland, J., "Collaborative Transportation Management: Supply Chain Myth or Key Competitive Differentiator", CLM Logistics Comment, Volume 38, September/October 2004
8. Mottley, R., "Logistics Gold Rush: Collaborative Shipping Networks Fuse Fragmented Transportation Services", American Shipper, October 2004 (Article on Sutherland's CTM efforts)

Contributor to Published Books

1. The Distribution Handbook; edited by James F. Robeson and Robert G. House; published by The Free Press, 1985; contributed to chapter on Inventory and Physical Distribution Management
2. Reconfiguring European Logistics Systems; prepared by Andersen Consulting and Cranfield School of Management; published by the Council of Logistics Management, 1993; contributed to overall research effort
3. Precipice; a novel on logistics written by Daniel Pollock; published by the Council of Logistics Management, 1997; project creator, champion and project chair
4. Handbook of Supply Chain Management; edited by James B. Ayers; published by The St. Lucie Press/APICS Series on Resource Management, 2001; contributed to chapter on Introduction to the Supply Chain and the AutoZone case study
5. Auditing Warehouse Performance; edited by Ken Ackerman; published by Ackerman Publications, 2004; contributed chapter on Housekeeping for Best Performance
6. Handbook on Logistics Engineering; edited by G. Don Taylor; published by CRC Press, 2006 (scheduled); contributed chapter on Logistics from a Historical Perspective
7. Handbook of Global Logistics and Supply Chain Management; edited by J. Thomas Mentzer, Theodore P. Stank, and Matt Myers; published by Sage Publications, 2006 (scheduled); contributed to chapter on Transportation Management

Professional Presentations

Over 200 professional presentations to a variety of conferences and professional groups – including the American Forest and Paper Association, American Production and Inventory Control Society, Council of Supply Chain Management Professionals (Council of Logistics Management), German Logistics Congress, Greater Louisville Chamber of Commerce, Health and Personal Care Distribution Conference, International Quality & Productivity Centre, International Society of Logistics Engineers, International Warehouse Logistics Association, Kansas City Transportation Association, National Defense Transportation Association, Society of Marketing Advances, Tacoma Traffic Club, Transportation Law Institute, Uniform Code Council, Warehousing Education and Research Council– in a variety of countries – including Brazil, Canada, Czech Republic, England, Finland, France, Germany, Greece, Japan, Korea, Mexico, The Netherlands, Sweden, and the United States.