



McCormick

Northwestern Engineering



Northwestern University
Transportation Center

The Fight for the Last Mile

Tuesday, October 29, 2013

2:00-4:45pm

James L. Allen Center - Tribune Foundation Auditorium

Northwestern University

2169 Campus Drive, Evanston, IL

About the Workshop

The Fight for the Last Mile

The Northwestern University Transportation Center's Fall 2013 Industry Workshop will highlight the competitive landscape surrounding the continual rise of e-commerce and direct delivery of goods to consumers and businesses alike. The "Fight for the Last Mile" is not only about the last mile itself, but the comprehensive design of the supply chain, omni-channel retail strategy, and the technology and software that enables a first-in-class user experience. This Workshop will bring perspectives from an evolving brick and mortar and "catalog" retailer, a cloud-based software provider of supply chain services, an upstart crowd-sourced last mile delivery company, and faculty from Northwestern University and Loyola University.

Event Co-Chairs

[Dr. Hani Mahmassani](#), William A. Patterson Distinguished Professor of Transportation; Director, Northwestern University Transportation Center

[Mr. Breton Johnson](#), Associate Director, Northwestern University Transportation Center

About NUTC

Since 1954, the Northwestern University Transportation Center (NUTC) has been recognized as a leading interdisciplinary education and research institution. It is dedicated to the long-term improvement of domestic and international systems for the movements of materials, people, energy, and information. NUTC serves industry, government, and the public through its research, Northwestern's graduate-level degree programs, and other educational and outreach programs. NUTC works with an affiliated faculty group of over 50 members, drawn from diverse departments of the University - economics, engineering, marketing, finance, logistics, operations, information systems, management, the social sciences, and law.

Program

2:00 – 2:05

[Breton Johnson](#)
Introduction and Welcome

2:05 – 2:30

[Hani Mahmassani](#), Director, Northwestern University Transportation Center
Driven by time windows: predictive strategies for real-time pick-up and delivery operations

2:30 – 2:50

[John Fitzgerald](#), Global Business Development, GT Nexus Omnichannel—It's not just for the Front End anymore

2:50 – 3:10

[Jeff Starecheski](#), Vice President of Logistics Services, Sears Holdings Corporation
Building Omni-Channel Fulfillment Capabilities

3:10 – 3:25

BREAK

3:25 – 3:45

[Garrick Pohl](#), Chief Executive Officer, Zipments
Taking on the Giants with the Power of the Crowd

3:45 – 4:05

[Maciek Nowak](#), Director, Master of Science in Supply Chain Management Program, Quinlan School of Business, Loyola University Chicago
Creating Efficiencies in Last Mile Delivery through Workforce Management

4:05 – 4:30

Panel Discussion
Moderated by [Lee Clair](#), Partner, Norbridge, Inc.

Speaker Bios

Lee Clair

Partner, Norbridge, Inc.

Mr. Clair, a Partner at Norbridge, heads up the firm's Chicago office. Over the past two decades, Mr. Clair has participated in hundreds of consulting assignments with dozens of clients. He specializes in advising clients in all aspects of Transportation, Logistics and Supply Chain Management. Prior to joining Norbridge, he was a partner at Andersen Consulting (now Accenture) and Mercer Management Consulting. He is a recognized expert in the fields of: transportation pricing, new product and service development, activity based costing, and operations. He has assisted clients in rail, trucking, parcel, ocean, barge, and air freight. He also has considerable experience advising suppliers to the transportation industry, including: equipment manufacturers, and providers of leasing other financial services. Before becoming a consultant, Mr. Clair was Director of Business Development for IU International (now Landstar Systems). He has also held several management positions at Union Pacific Railroad, was a financial analyst for a regional truck line and headed marketing and sales for a commuter airline. Mr. Clair received a BS (Cum Laude) from the University of Maryland with a double major in Finance and Transportation/Logistics, and an MBA from the Graduate School of Business, University of Minnesota. Mr. Clair is a Sustaining Member of the Business Advisory Committee (BAC) at the Northwestern University Transportation Center.

John Fitzgerald

Global Business Development, GT Nexus

John A. Fitzgerald is in Global Business Development with GT Nexus, the leader in cloud computing solutions for the supply chain. John consults with exporters and importers to assist them in driving cost savings and productivity improvements to transform their global supply chains. John has over 30 years experience in global supply chain execution with leading global forwarders & 3PL's. He is the past Global Chairman of the CSCMP, Chicago Roundtable and past Chairman of the Strategic Account Management Association and Board Director. He is also on the Sales Advisory Board for the College of Business, Department of Marketing at Northern Illinois University. John is actively involved with the Council of Supply Chain Management Professionals and a frequent speaker for CSCMP, US China Chamber of Commerce and various other Global Trade organizations and universities. Mr. Fitzgerald has also been an adjunct faculty at Northwestern University's Executive Transportation Programs. A native Chicagoan, John is a graduate of Loyola University. After college he joined IBM and later served as a Captain in the US Marine Corps. He had been in executive roles with Fritz Cos. and UPS Supply Chain Solutions before joining GT Nexus in 2010. He resides in Palatine, IL with his wife and loves to travel & golf.

Hani Mahmassani

William Patterson Professor of Transportation and Director of the Northwestern University Transportation Center

Dr. Mahmassani is Director of the Transportation Center, and the William A. Patterson Distinguished Professor in Transportation at Northwestern University, which he joined on September 1, 2007, with joint appointments in the McCormick School of Engineering and the Kellogg School of Management. He joins Northwestern from his position as the Charles Irish Sr. Chaired Professor in Transportation Engineering and Director of the Maryland Transportation Initiative at the University of Maryland. Before that, he served for 20 years on the faculty at the University of Texas at Austin. Dr. Mahmassani has nearly 30 years of professional, academic and research experience in the areas of multimodal transportation planning and network modeling, freight and logistics systems analysis, homeland security and emergency systems operations, intelligent transportation systems, econometric modeling and applications to travel and freight demand forecasting, integrated systems management, travel and shipper behavior analysis.

Maciek Nowak

Associate Professor, Director of the Master of Science in Supply Chain Management Program, Quinlan School of Business, Loyola University Chicago

Maciek Nowak, PhD, is an Associate Professor in the Information Systems and Operations Management Department in the Graduate School of Business at Loyola University. He is also the Director of the Master of Science in Supply Chain Management Program at Loyola. Maciek received his Ph.D. in Industrial and Systems Engineering from Georgia Tech and his M.S.E. and B.S.E. degrees from the University of Michigan. Maciek joined Loyola from Georgia Southern University where he was an Assistant Professor of Logistics. He also spent a sabbatical as a visiting scholar at Northwestern University. Through his research, Maciek has worked with Federal Express, United Parcel Service, and the Georgia Ports Authority. He has also received grants for research from the Federal Highway Administration and the U. S. Department of Transportation. Maciek's current research focuses on the use of various heuristic optimization techniques for vehicle routing problems. He is also interested in the adoption of tracking technologies within the supply network, as well as more general strategic supply chain problems. Maciek's research has been published in Transportation Science, European Journal of Operational Research, Computers & OR, and the Journal of Transportation Management. He has also written book chapters on the package express industry and the use of technology in the trucking industry.



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