

What's Next?

The Future of Logistics Technology

Disruption and Automation



Wendy Herrick, Unilever VP Supply Chain US

Wendy has 25+ years in Unilever and has held leadership roles across both Finance and Supply Chain. She started her career with Unilever in Bristol, England and has worked in numerous countries across Europe, Asia and the Americas.

Wendy studied Chemical Engineering at the University of Lowell and holds a Chartered Institute of Management Accounting Professional Qualification.

Wendy is currently the VP Supply Chain in the US responsible for end to end Supply Chain integration, NA SC Digital Strategy and in market business results.

Wendy currently resides in Rowayton, Connecticut with her husband David.

She sits on the board of the Domestic Violence Crisis Center (DVCC), CT as well as the Global SC Institute.



Unilever

Company with Purpose
Brands with Purpose
People with Purpose

My leadership purpose is to inspire people to live, love, laugh and leave a legacy.

Live.....by doing and achieving things they never thought possible

Love....by providing an inclusive, nurturing environment that enables risk and unlocks possibilities

Laugh.....having fun and celebrating success along the way





APPROACH TO TECHNOLOGY

① NORTH AMERICA INNOVATION HUB

DtC, Blockchain, Analytics, RPA, AI, DFM
Network Design & Optimization, Collaboration

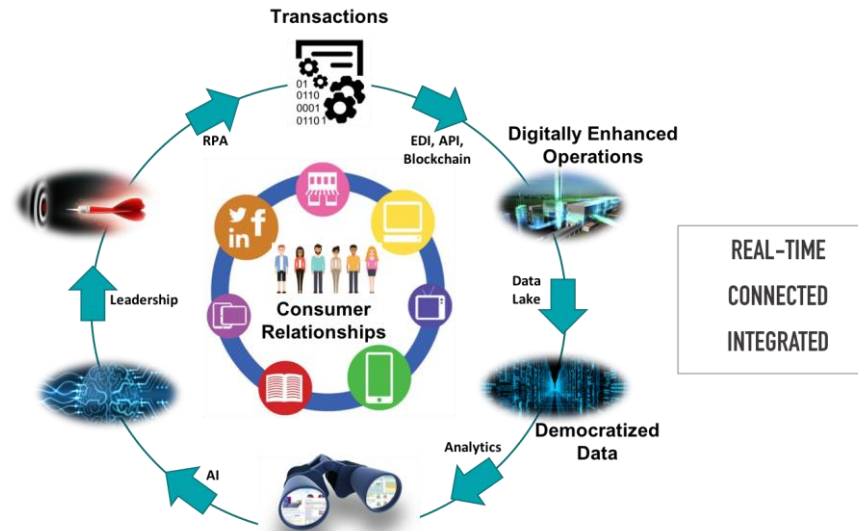


6 C'S FOR VALUE CREATION

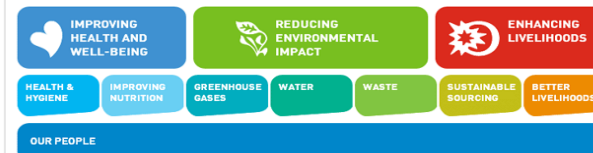
SIGNIFICANCE OF TECHNOLOGY

② TECH – ENGAGE OR DIE

Giving the Consumer What they want, When
they want it at the Price they will Pay
ALL in a SUSTAINABLE way



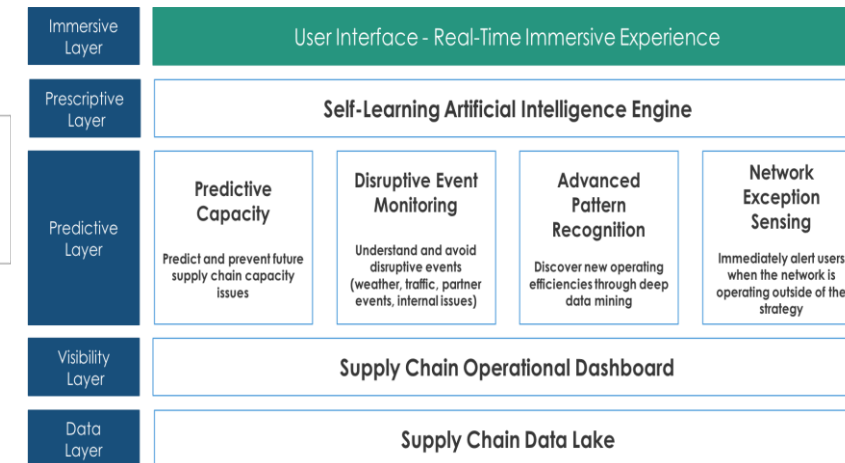
UNILEVER SUSTAINABLE LIVING PLAN



DISRUPTIVE TECHNOLOGY

③ E2E IMMERSIVE TECHNOLOGY

Mapping E2E Global Product Supply
real time will disrupt every industry





Dominic Tuccini, General Manager – Global Account Center, C.H. Robinson

- Dominic is currently the General Manager of our Global Account Center. He has also served as Manager of the National Accounts Center, and has held roles as a Strategic Account Manager and Branch Manager.
- He joined C.H. Robinson in 2002. Dominic holds a Bachelor of Science degree from Michigan State University.



C.H. ROBINSON
ACCELERATE YOUR ADVANTAGE®





Our **platform** is allowing
us to **reinvent** what it means
to be a **leading 3PL** for
the industry and
our **customers.**

TRACKING
15:13



GLOBAL
VISIBILITY





Technology
backed by **data**
is critical
to **success.**





The rapid **advancement** of
technology is **transforming** the way
in which we do business,
and the **pace of change**
continues to **accelerate**.



PATRICK COOK

VICE PRESIDENT OF SALES



Patrick Cook has 18 years of transportation sales experience and 28 years within the trucking industry. In combination with 10 years of service in the United States Army, early career positions involved both the management of maintenance and operations departments before joining the Pride Transport sales team in 1999.

Tenure and dedication has allowed for Patrick to be a large part of the successful growth of a small company becoming an industry leader. Revenues have increased by \$100,000,000 with an exceptional book of business involving some of America's finest companies.

Early sales territory involved primarily the 11 western states, eventually expanding to the Midwest and eastern regions. As Vice President of Sales, responsibilities involve: servicing National clients, constant revenue development, client retainment and providing support and guidance to a fantastic sales team.

Patrick is currently enjoying a marriage of 23 years and two children, ages 16 and 20. Free time involves all things outdoors. Hunting, fishing, University of Utah football games and coaching high school sports.



PRIDE TRANSPORT APPROACH TO TECHNOLOGY

① SAFETY & EFFICIENCY

If it make us safer, we will invest.

② CAN WE MEASURE THE ROI?

We will research anything and everything, but we have learned the hard way that 2nd and 3rd generation versions may be worth the wait.

③ SUPPORT

Will the shipping community support us paying for it through higher rates?



BIGGEST DISRUPTION IN TECHNOLOGY

Most likely the app style load booking, such as Uber Freight. Asset based carriers and 3 pl's have experienced and skilled professionals trained to manage freight across America. The "swipe right" right concept just exaggerates the effort to commoditize our industry. The sooner shippers realize carriers provide a service and sit down with those carriers or logistics firms in a partner like fashion, capacity and budgets will stabilize.

Discussion

