



**Northwestern University
Transportation Center**

CCITT

Center for the Commercialization of
Innovative Transportation Technology

Industry Technical Workshop

FREIGHT BY AIR

RIDING THE WINGS OF CHANGE

WEDNESDAY, MAY 2, 2018 @ 1:00PM

Industry Technical Workshop

SPRING 2018

FREIGHT BY AIR: RIDING THE WINGS OF CHANGE

Northwestern University Transportation Center (NUTC) and Center for the Commercialization of Innovative Transportation Technology (CCITT) are co-hosting the Spring 2018 Industry Technical Workshop—*Freight by Air: Riding the Wings of Change*—to discuss expanding roles and new opportunities in the global air freight supply chain. Speakers from the transportation industry will engage the audience through case study presentations and a panel discussion.

EVENT CO-CHAIRS

Hani S. Mahmassani

William A. Patterson Distinguished Professor of Transportation; Director, NUTC

Breton Johnson

Associate Director, NUTC; Director, CCITT

ABOUT NUTC

Northwestern University Transportation Center (NUTC) is one of the world's leading interdisciplinary education and research institutions, serving industry, government and the public sectors. Founded in 1954 to generate substantive and enduring contributions for the better movement of materials, people, energy, and information, NUTC stands at the forefront of transportation research and education. NUTC brings together academic researchers, students and business affiliates in a joint open exploration of transportation and supply chain operations. NUTC aims to influence national and international transportation policy, management and technological developments with the goal of making transportation and supply chain operations more productive, efficient, safe, secure, environmentally friendly and socially beneficial.

ABOUT CCITT

The Center for the Commercialization of Innovative Transportation Technology (CCITT) fosters the implementation of innovative technologies for all modes of surface transportation, including but not limited to railways, mass transit, highways and waterways.

Workshop Agenda

WEDNESDAY, MAY 2, 2018

1:00 PM **WELCOME**

Hani S. Mahmassani - Director, NUTC

1:05 PM **OPENING REMARKS**

Shawn McWhorter - President, Nippon Cargo Airlines
Demand is Growing Faster than Capacity

1:20 PM **SESSION 1**

Michael T. Steen - Executive VP & CCO, Atlas Air Worldwide
eCommerce - Presenting a Paradigm Shift for the Global Air Cargo Supply Chain

James Bellinder - VP, United Cargo Sales (Americas), United Airlines
United Cargo Leading the Change

Wayne Tyndall - Director of Sales, US & Northern Europe, Freightos WebCargo (FWC)
Bringing Front-end Rate Management, Quotations & Airline Bookings into the Future

2:30 PM **NETWORKING BREAK**

3:00 PM **SESSION 2**

Sedef Albrecht - Director, Strategy & Operations, Boeing HorizonX
The Future of Integrated, Autonomous, Multi-Modal Mobility

Andi Kilgore - Chief of Staff, Office of the CEO, Flirtey
Drone Delivery - The Future of Last-Mile Logistics

3:40 PM **PANEL DISCUSSION**

Speaker Bios

SEDEF ALBRECHT

Director, Strategy & Operations - Boeing HorizonX

Sedef Albrecht is director of strategy and operations for Boeing HorizonX, which identifies emerging business models, market trends and technologies, and develops relationships with startup companies and nontraditional partners. She leads a team that conducts market and value chain analysis, gathers competitive intelligence and shapes strategic planning, as well as partners with Boeing Research & Technology to establish relationships with universities to help advance HorizonX focus areas.

Most recently, Albrecht was the director of mergers, acquisitions and partners at Boeing Defense, Space and Security, responsible for developing pipelines for the business and forming strategic rationale for inorganic activity.

Albrecht came to Boeing with a background in research, new technology and strategy in the consumer goods industry. She was director of strategy at St. Louis-based TRG Group and played a key role in the company's acquisition by Victorinox. During her tenure, she helped grow domestic market share and expand distribution into new global markets.

Albrecht has a bachelor's degree in political science from Stanford University and a master's degree in business administration from Northwestern University. She also holds a master's degree in fine arts from Academy of Art University and enjoys flexing her artistic muscle by painting with oils. She loves to travel and learn foreign languages and is fluent in Turkish, Italian and German.

JAMES BELLINDER

Vice President, United Cargo Sales (Americas) - United Airlines

Jim Bellinder is vice president of United Cargo Sales-Americas for United Airlines. He is responsible for all aspects of United Cargo's sales activity in the Americas and plans and directs the work of United Cargo's team of sales professionals in the region. Bellinder joined Continental Airlines in 1986 as a cargo general sales agent in Chicago. He progressed to area sales

manager, international sales manager, regional sales manager and regional sales director before becoming Continental Cargo's Director of Cargo Sales - Americas. Following the United-Continental merger, He became director of cargo sales for the Americas then vice president for United Cargo. Bellinder earned a bachelor's of science degree from the Florida Institute of Technology. He is married with one son and one daughter.

BRET JOHNSON

Associate Director - Northwestern University Transportation Center

Bret Johnson is the Associate Director of the Northwestern University Transportation Center, and the Director of the Center for the Commercialization of Innovative Transportation Technology at Northwestern. Bret leads the development of industry partnerships and strategic research collaborations with industry and public sector partners. In this role, he also helps nurture, grow, and develop programming for the Transportation Center's Business Advisory Council. Bret also conducts primary market and industry research for freight research projects and serves as a project manager for the same.

Prior to joining Northwestern, Bret held senior engineering and project management positions at 3COM, Grayhill, Northrop-Grumman, and GE Astrospace. He received an M.A. in Science, Technology and Public Policy from The George Washington University, an M.S. in Aeronautics and Astronautics from Stanford University, and a B.S. in Mechanical Engineering from Rensselaer Polytechnic Institute.

ANDI KILGORE

Chief of Staff, Office of the CEO - Flirtey

Andi Kilgore is the Chief of Staff to the CEO at Flirtey. Flirtey was the first company to conduct an FAA-approved delivery in the U.S., the first to perform a fully autonomous drone delivery to a home and the first to launch a commercial drone delivery service. Previously, Andi worked for the Supreme Court and she was instrumental in bringing together a coalition including Flirtey, NASA Langley Research Center, Virginia Tech and Remote Area Medical, to conduct the first Federal Aviation Administration-approved flights for drone delivery in the U.S., which was recognized by the Smithsonian Institution when it accepted a Flirtey drone to join other iconic American aircraft for display at its Air and Space Museum, including the Space Shuttle Discovery and the Wright Flyer.

HANI S. MAHMASSANI

Director - Northwestern University Transportation Center

Hani S. 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 previously served in endowed faculty positions at the University of Maryland and at the University of Texas at Austin. Dr. Mahmassani has over 32 years of experience as a researcher, scholar and professional in the transportation and logistics area.

Dr. Mahmassani is recognized nationally and internationally for a broad array of transportation research achievements; his applications span both passenger and freight, and he has been especially effective at connecting advanced models to emerging policy issues. He has pioneered the use of novel data sources and real-time data streams in transportation modeling and decision-making, including sensor data from intelligent transportation systems deployments, probe data from GPS and smartphones, transaction records from payment systems, and vehicle-based tracking systems. For the past few years, he has widely lectured on missed opportunities in agency and company data programs, and potential pitfalls in inappropriate data uses.

SHAWN MCWHORTER

President - Nippon Cargo Airlines

Shawn McWhorter joined Nippon Cargo Airlines in 2007 and is President of the Americas Region, working out of the Regional Headquarters office at Chicago's O'Hare Airport. He is responsible for all business activities including Sales, Marketing, Operations, Accounting, and Administration for North and South America. He is an experienced cargo executive, working in the industry for over 25 years.

Prior to NCA, he worked in Minneapolis for Northwest Airlines as Vice President - Cargo Network Management and was responsible for managing \$900mm in cargo revenue generated from the fleet of 14 B747 freighters and the passenger belly space. Before that, he was based in Atlanta working in the Cargo group at Delta Air Lines as Director - Customer Quality, responsible for global revenue management and marketing, creation and management of the SkyTeam Cargo Alliance, and delivery of cargo services to the customer

through training, technology, and process engineering activities.

Shawn is also a member of the Business Advisory Council at Northwestern University Transportation Center in Evanston, IL. Originally from Atlanta, he has an engineering degree from Georgia Institute of Technology.

MICHAEL T. STEEN

Executive VP & CCO - Atlas Air Worldwide

Michael T. Steen joined Atlas Air Worldwide Holdings, Inc. in April 2007 and was appointed executive vice president in 2010. He is responsible for all aspects of the company's global sales and marketing activities, including strategy, new products and services, brand positioning and marketing communications. Additionally, he is president and chief executive officer of Titan Aviation Holdings, Inc., a wholly owned dry-leasing subsidiary of Atlas Air Worldwide.

Steen has gained both broad and unique experience during his career in the aviation and logistics sectors. He has served in global leadership roles for market-leading companies such as DHL, Exel Plc and KLM Royal Dutch Airlines. He also served as a board member of the International Air Cargo Association from 2008 to 2015 and chairman of TIACA from 2010 to 2013. Steen is currently on the Cargo Committee of the International Air Transportation Association (IATA). He also serves on the board of directors at CHC Helicopters.

Steen earned a degree in economics in Gotenburg, Sweden, and is an alumnus of the Advanced Executive Program at the Kellogg School of Management at Northwestern University.

WAYNE TYNDALL

Director of Sales, US & Northern Europe - Freightos Webcargo (FWC)

Wayne Tyndall is director of sales for the US and Northern Europe for Freightos Webcargo (FWC) which offers airfreight forwarders web-based software that optimizes freight rate management and customer-facing quotation solutions as well as a shortcut to all freight market options.

At FWC, Tyndall is responsible for brand development and strategic planning,

identifying and developing new and existing business opportunities, and managing the growth and expansion of FWC rate management and quotation tool.

He also develops relationships with airlines and GSAs to help them communicate more efficiently and effectively with their forwarder clients, provides training to forwarders and oversees the day-to-day entry of rates, surcharges, and general data into the WebCargo database. Tyndall has a bachelor's degree in English, music and philosophy from Emory University.



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