



Northwestern



TRANSPORTATION  
CENTER

CCITT

Center for the Commercialization of  
Innovative Transportation Technology

**Industry Technical Workshop**

**CONNECT. CARRY. CONQUER.**

*Innovative Practices in Freight Process Management*

**WEDNESDAY, NOV. 7, 2018 @ 1:00PM**

Norris University Center - 1999 Campus Drive, Evanston, IL 60208

# Industry Technical Workshop

**WEDNESDAY, NOVEMBER 7, 2018**

Norris University Center - 1999 Campus Drive, Evanston

Northwestern University Transportation Center (NUTC) and the Center for the Commercialization of Innovative Transportation Technology (CCITT) are co-hosting the Fall 2018 Industry Technical Workshop—**Connect. Carry. Conquer. Innovative Practices in Freight Process Management**—to discuss the state of the freight industry, best practices for connecting customers to carriers, and how to improve the end-to-end user experience, for the purpose of conquering the supply chain.

## EVENT CO-CHAIRS

**Hani S. Mahmassani**

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

**Bret 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, NOVEMBER 7, 2018

1:00 PM WELCOME

**Hani S. Mahmassani** - Director, NUTC

1:05 PM OPENING REMARKS

**Lee Clair** - Managing Partner, *Transportation and Logistics Advisors*

1:10 PM SESSION 1

**Harris Ligon** - Head of Marketplace Solutions, *Uber Freight*

**David Menzel** - President & COO, *Echo Global Logistics*

**Cameron Ramsdell** - CTO, *Coyote, a UPS Company*

**Eric Rempel** - Chief Innovation Officer, *Redwood Logistics*

2:30 PM NETWORKING BREAK

3:00 PM SESSION 2

**Tommy Barnes** - President, *project44*

**Matt Bernstein** - Founder & CEO, *HubTran*

3:40 PM PANEL DISCUSSION



@infoNUTC  
#ITW2018

# Speaker Bios

**Tommy Barnes** - President, *project44*

**Matt Bernstein** - Founder & CEO, *HubTran*

**Lee Clair** - Managing Partner, *Transportation and Logistics Advisors*

**Bret Johnson** - Director, *CCITT*

**Harris Ligon** - Head of Marketplace Solutions, *Uber Freight*

**Hani S. Mahmassani** - William A. Patterson Distinguished Chair in Transportation; Director, *NUTC*

**David Menzel** - President & Chief Operating Officer, *Echo Global Logistics*

**Cameron Ramsdell** - Chief Technology Officer, *Coyote, a UPS Company*

**Eric Rempel** - Chief Innovation Officer, *Redwood Logistics*

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## **TOMMY BARNES**

President, *project44*

Tommy Barnes is the President of project44, where he previously sat on the advisory board before taking on his current role in 2015. Tasked with driving project44's advanced visibility platform through relationship development with carriers, shippers, and 3PLs, as well as forging strategic partnerships with TMS and other technology platforms, Tommy relies on his decades of industry experience and leadership.

Prior to project44, Tommy held the positions of President of LTL Services and Senior Vice President of Operations at Coyote Logistics, where he guided operational performance of one of the world's leading third-party logistics companies. He also held the position of President of Multimodal Brokerage at Con-Way, where he was responsible for managing \$2.4 billion in freight across multiple modes.

Barnes has a stellar reputation for building some of the industry's most effective teams, and for his strategic ability to maximize performance and generate growth for his companies. A well-recognized industry leader, Tommy has given numerous keynote addresses regarding the future of logistics and supply chain transportation. Industry professionals both inside and outside of project44 look to Tommy Barnes for leadership and guidance.

## **MATT BERNSTEIN**

Founder & CEO, *HubTran*

Prior to founding HubTran, Matt gained deep experience in transportation technology and logistics with leadership roles at venture stage businesses and Fortune 500 companies like GE, ArcelorMittal, and RR Donnelley. Matt began his career at Booz, Allen & Hamilton where he advised clients on supply chain strategy. He earned his MBA with honors from the Harvard Business School and a BA, magna cum laude, from Duke University.

## **LEE CLAIR**

Managing Partner, *Transportation and Logistics Advisors (TandLA)*

Lee Clair is the Managing Partner of Transportation and Logistics Advisors, LLC (TandLA). For over two decades, Clair has participated in hundreds of consulting assignments with dozens of clients. He has deep experience assisting clients in the transportation and logistics industries, and energy/mining sector, across a wide range of projects.

Clair has significant experience assisting transportation service providers to grow and improve their financial performance, and in assisting shippers and 3PL's to design and manage their supply chains. He also has considerable experience advising suppliers to the transportation industry, including equipment manufacturers, information service providers, and providers of leasing and other financial services. He has assisted clients with rail, trucking, parcel, ocean, inland barge, airfreight, and 3PL services.

Most recently Clair has been assisting both 3PLs and buyers of 3PL and Transportation Management services. His work has also been significantly in the areas of LTL and TL brokerage, transportation management systems, eCommerce and eFulfillment, but has also covered intermodal, LTL, OEM auto parts, after market auto parts, chemicals, fertilizers, steel and other metals, and agricultural products.

Prior starting TandLA, he was a partner at Zubrod/Clair, and at Norbridge. Prior to being in boutique consulting companies he held senior positions at Andersen Consulting (now Accenture) and Mercer Management Consulting (now Oliver Wyman). Before becoming a consultant, Clair was Director of Business Development for IU International (now Landstar Systems). He has also held several management positions at Union Pacific Railroad.

Clair is member of the Business Advisory Council (BAC) at the Northwestern University Transportation Center.

Clair received a B.S. (Cum Laude) from the University of Maryland with a double major in Finance and Transportation/Logistics; and an M.B.A. from the Graduate School of Business, University of Minnesota. He has completed the Stanford University Law School Directors College program.

## **BRET JOHNSON**

*Director, Center for the Commercialization of Innovative Transportation Technology; Associate Director, Northwestern University Transportation Center*

Bret Johnson is the Associate Director of the Northwestern University Transportation Center (NUTC), and the Director of the Center for the Commercialization of Innovative Transportation Technology at Northwestern. Bret manages corporate relations and engagement for NUTC, and develops strategic research collaborations and executive education programs with and for 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.

## **HARRIS LIGON**

*Head of Marketplace Solutions, Uber Freight*

Harris Ligon heads the marketplace solutions function at Uber's newest venture, Uber Freight. Prior to Uber, Ligon spent nearly 10 years in the railroad industry. Over that time period, he led various teams in operations, law, sales, and marketing.

In his current role with Uber Freight, Ligon leads a team charged with imagining, iterating, and implementing emerging surface transportation solutions. Ligon

provides oversight of business process improvement and joint commercial and operational programs.

Ligon earned an MBA from the College of William and Mary and a BA from The Citadel.

### **HANI S. MAHMASSANI**

William A. Patterson Distinguished Chair in Transportation; 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. Mahmassani has over 33 years of experience as a researcher, scholar and professional in the transportation and logistics area.

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.

### **DAVID MENZEL**

President & Chief Operating Officer, *Echo Global Logistics*

David Menzel serves as President and Chief Operating Officer of Echo Global Logistics (NASDAQ: ECHO). He originally joined the company as its Chief Financial Officer in April 2008 before moving to his present position in October 2013.

Prior to Echo, Menzel served as the CFO and COO of the travel technology company G2 SwitchWorks Corp. From 2003 to 2005, he was a managing director

of Parson Consulting. He worked at YesMail from 1999 to 2003, serving as its senior vice president and CFO and then later as CEO. Prior to his time at YesMail, Menzel served as the CFO of Campbell Software from 1994 to 1999 and worked in the Audit and Financial Consulting practice of Arthur Andersen LLP from 1985 to 1994.

Menzel holds a bachelor's degree in accounting and a Masters of Accountancy from Florida State University. He is also a Certified Public Accountant.

### **CAMERON RAMSDELL**

Chief Technology Officer, *Coyote, a UPS Company*

Cameron is the Chief Technology Officer at Coyote Logistics, where he's responsible for various functional groups, including Product Management, User Experience, Software Development & Delivery, Infrastructure, Business Intelligence and Data Science. In his prior roles, he oversaw a number of Coyote's strategic acquisitions and led their global expansion efforts in Mexico and Western Europe. Cameron joined Coyote in 2008 after a brief stint working for a Senator on Capitol Hill.

Cameron holds a BA in Economics and Political Science from Denison University and an MBA from Northwestern University Kellogg School of Management.

### **ERIC REMPEL**

Chief Innovation Officer, *Redwood Logistics*

Eric Rempel is currently the Chief Innovation Officer for Redwood Logistics.

As one of the founders of 3PLogic (new Redwood SCS), Eric held the position of Chief Technology Officer at 3PLogic's sister company, TSG (now Redwood Multimodal). As CTO, Eric and his team developed a proprietary TMS that combines historical analytics, market data and operational best-practices. He accomplished this by integrating a powerful transportation decision engine into shippers' supply chains via an entirely web-based TMS.









**Northwestern University Transportation Center**

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