



Feeding First to Last Mile Demands

Northwestern



TRANSPORTATION
CENTER

CCITT

Center for the Commercialization of
Innovative Transportation Technology

Industry Technical Workshop

Feeding First to Last Mile Demands for Fast(er) Food Delivery

WEDNESDAY, MAY 15, 2019 @ 1:00 PM

Hilton Orrington - 1710 Orrington Ave, Evanston

Feeding First to Last Mile Demands for Fast(er) Food Delivery

MAY 15, 2019

Rising customer expectations for speed and visibility are here. New services and a new set of players in logistics are reacting to this rapidly changing world. Companies that did not exist only a few years ago are creating new delivery options and services for businesses and customers. As a result, new business and economic models are emerging to address the last mile challenge, with food delivery leading the way...

Northwestern University Transportation Center (NUTC) and the Center for the Commercialization of Innovative Transportation Technology (CCITT) are co-hosting this Spring 2019 Industry Technical Workshop—*Feeding First to Last Mile Demands for Fast(er) Food Delivery*—on May 15th to address the explosion of last mile food delivery, advances in food distribution and delivery logistics, business and service risks, new and emerging technologies, and other challenges brought on by e-commerce and increasing customer expectations.

EVENT CO-CHAIRS

Hani S. Mahmassani - Patterson Transportation Chair / 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, MAY 15, 2019

Hilton Orrington/Evanston

1:00 PM **CHECK-IN & NETWORKING**

1:15 PM **WELCOME**

Hani S. Mahmassani - Patterson Chair & Director, NUTC

1:20 PM **OPENING REMARKS**

Justin Zubrod - Managing Partner, Justin Zubrod & Co.

1:30 PM **PRESENTATIONS**

Mike Brennan - Executive Team, Farmer's Fridge

James E. Carbine - CEO, Local Foods + Butcher & Larder

Daphne Carmeli - Founder & CEO, Deliv

Anesti Dhima - Business Development Team Lead, Instacart

Mark McKenna - Supply Chain & Logistics Manager, Home Chef

Thomas Parkinson - Co-Founder & CTO, Peapod

3:00 PM **COFFEE BREAK**

3:30 PM **PANEL DISCUSSION**



Speaker Bios

FEATURED SPEAKERS

Mike Brennan - Executive Team, Farmer's Fridge

James E. Carbine - CEO, Local Foods + Butcher & Larder

Daphne Carmeli - Founder & CEO, Deliv

Anesti Dhima - Business Development Team Lead, Instacart

Bret Johnson - Director, CCITT / Associate Director, NUTC

Hani S. Mahmassani - Patterson Chair in Transportation / Director, NUTC

Mark McKenna - Supply Chain & Logistics Manager, Home Chef

Thomas Parkinson - Co-Founder & CTO, Peapod

Justin Zubrod - Managing Partner, Justin Zubrod & Co.

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MIKE BRENNAN

Executive Team, Farmer's Fridge

Prior to acting as President & COO of Vosges, Mike Brennan was COO at Peapod, an online grocer for 19 years. He joined Peapod in 1997 and has worked across numerous areas in the company, including leading Marketing as well as managing Transportation, Human Resources, Customer Service, Merchandising and Technology. Prior to joining Peapod, Mike was a Principal at the management consulting firm A.T. Kearney, where he focused on business and marketing strategy. Prior to A.T. Kearney, Mike was at Procter & Gamble. Mike is a graduate of the University of Illinois and the Kellogg Graduate School of Management at Northwestern University. He is married with three daughters and resides in the Chicago area.

JAMES E. CARBINE

CEO, Local Foods + Butcher & Larder

Jim Carbine is a C-level Operations & Sales Executive with 35+ years of experience in the Food/Distribution/Restaurant and Paper/Paperboard/Packaging industries. Jim is currently CEO at Local Foods and Butcher & Larder located on Willow St. in the Bucktown neighborhood of Chicago. Local Foods is a regional wholesale food distributor serving restaurants, caterers, and food service companies in the Upper Midwest, and also operates a retail grocery store, café, and butcher shop at the Bucktown location. Local Foods unique business model connects local smaller-scale ranchers, growers, entrepreneurs, and makers to the greater food community searching for clean, source identified, sustainable food for their families and customers.

Jim's previous experiences included: Senior Vice President @ NEWARK Recycled Paperboard Solutions (an \$850MM Paper & Packaging company); Co-Founder/owner/operator of two critically acclaimed restaurants and a ¼ acre urban culinary farm in New Jersey; Founder & Principal of The Guardians Consulting (Chicago); and Co-Founder of the Front Burner Foundation, a non-profit focused on building a more diverse, skilled, and financially literate workforce in the Restaurant, Hospitality, and Food & Beverage communities (Chicago). Jim also serves as an advisor/board member/investor for start-up CPG brands in the food & beverage space.

Jim's wife Andrea Carbine is a 2-time James Beard Award nominated chef and is an entrepreneur/consultant (Optimist Consulting) in food & beverage. Jim & Andrea re-located back to Chicago in 2017 where Jim was born and raised.

DAPHNE CARMELI

Founder & CEO, Deliv

Daphne Carmeli has over 30 years of experience leading teams in high growth, category defining, entrepreneurial environments. Prior to her role as CEO and founder of Deliv, Daphne was the CEO of Metreo, a pricing optimization software company, from its inception in 2000 through its acquisition by Symphony Technology Group in 2006. Prior to Metreo, Daphne was the Vice President of the eCommerce group at Netscape / America Online (AOL), and on the founding team and head of Marketing at WebMD. Additionally, she keeps connected to all the latest disruptive technologies as she serves on the Boards of several companies in software, mobile, health, logistics, robotics and crowdsourcing spaces.

Deliv is a leading crowdsourced, last mile logistics company that powers scheduled, same day delivery and returns for 5,000+ businesses including 25 of the nation's top national omnichannel retailers as well as leading e-commerce companies, local businesses and traditional parcel carriers. Focused exclusively on moving goods, Deliv operates as a service for delivering items rather than a marketplace that sells them.

The company currently operates in 35 markets and more than 1,400 cities. Deliv is headquartered in Menlo Park, California and is backed by global leaders such as United Parcel Service, General Motors, Google, Enterprise Holdings, as well as leading financial investors and the nation's top REIT investors. For more information, visit www.deliv.co.

ANESTI DHIMA

Business Development Team Lead, Instacart

Anesti Dhima leads the Regional Partnerships team at Instacart, working to attract new retailers to the Instacart marketplace across the US and Canada. By developing partnerships between Instacart and retailers, Anesti and his team empower brick & mortar grocers of all sizes to effectively compete in the digital food arena, with Instacart services such as on-demand delivery and pickup solutions.

Prior to joining Instacart in 2015, Anesti spent 6 years at Aldi Foods where he was in charge of regional store Operations in the Chicago market. While at Aldi, Anesti helped expand the company's reach to new Urban markets like New York City, and established national guidelines for store remodels.

BRET JOHNSON

Director, CCITT / Associate Director, NUTC

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 NUTC-led 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 Astropace. 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.

HANI S. MAHMASSANI

William A. Patterson Distinguished Chair in Transportation / Director, NUTC

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 35 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. His current research is focused on autonomous vehicle deployment, including fleet operations for emerging mobility service models.

MARK MCKENNA

Supply Chain & Logistics Manager, Home Chef

Mark McKenna is the Supply Chain and Logistics Manager at Home Chef, overseeing both the Ecommerce home delivery of fresh meal kits and implementation of the retail cold chain network nationwide. Prior to Home Chef, Mark managed the inbound fresh Produce supply chain network at Reinhart Foodservice, as well as spent time in analyst roles with Strive Logistics and PACCAR. He received a B.A. from the University of Illinois Urbana-Champaign and currently lives in Chicago with his wife and two daughters.

THOMAS PARKINSON

Co-Founder & CTO, Peapod

Thomas Parkinson co-founded Peapod with his brother Andrew in 1989 when he was 29 years old. With \$50,000 in seed money from friends and family, the Parkinson brothers pioneered the online grocery delivery concept and created the first e-commerce company in the world. Twenty-eight years later, Peapod is now owned by Ahold Delhaize and maintains its leadership as the largest e-grocer in the U.S., serving 24 markets in the Midwest and on the East Coast. As Peapod's CTO, Thomas serves as the company's technology visionary. He is responsible for Peapod's web and mobile product development, IT infrastructure, supply chain systems and R&D. Even after 30+ years in the software development field, Thomas retains his passion for creating unique online experiences and delivering superior customer service.

Thomas holds a Masters in Industrial Design from Pratt Institute and a BA from Wesleyan University in Connecticut. For fun, he plays in a rock band, Who's Your Daddy. Thomas and his wife have placed 1,517 orders with Peapod, which is the equivalent of one order every week since the founding of the company.

JUSTIN ZUBROD

Founder & Managing Partner, Justin Zubrod & Co.

Justin Zubrod, Sr. is managing partner of Justin Zubrod & Company, LLC, a professional services firm focused on the logistics and transportation sectors. He has previously served as a leader of the commercial transportation management consulting practices at Booz & Company, Booz Allen Hamilton, and A.T. Kearney, Inc. His specialty is strategy and turnaround work serving leading companies in the rail, package, motor carrier, air, and logistics sectors. Zubrod's clients comprise operators, investors, law firms, and public agencies throughout the world. He received his undergraduate degree at the University of Maryland and MBA at Northwestern University. Zubrod is chair of the Northwestern University Transportation Center Business Advisory Council.

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