

***I-e SC Lab's 2016 Spring Meeting***  
***April 14, 2016***  
***Morning Agenda***

7:00 AM to 8:00 AM	<b><i>Check-In and Breakfast</i></b> (McCord Hall, Room 456)
8:00 AM to 8:30 AM	<b><i>Welcome and Opening Remarks</i></b> (McCord Hall, Room 422)  Amy Hillman Dean, W. P. Carey School of Business at Arizona State University  Elliot Rabinovich and Dale Rogers Co-Directors, I-e SC Lab, and Professors, Supply Chain Management Department, W. P. Carey School of Business at Arizona State University
8:30 AM to 9:15 AM	<b><i>Last Mile Distribution in Omni Channel Retailing: Challenges and Opportunities</i></b> (McCord Hall, Room 422)  Edgar Blanco and Stephen Menaquale Walmart
9:15 AM to 10:00 AM	<b><i>Same Day Delivery in Omnichannel Retailing: The Role of Speed and Convenience in Last Mile Fulfillment</i></b> (McCord Hall, Room 422)  Scott Leveridge Dynamex
10:00 AM to 10:30 AM	<b><i>Break</i></b>
10:30 AM to 11:15 AM	<b><i>Managing Product Returns in Omnichannel Retailing: Best Practices in Returns</i></b> (McCord Hall, Room 422)  Curt Bimschleger Genco-FedEx
11:15 AM to 12:00 PM	<b><i>Leveraging Warehouse Space Market Places to Manage Omnichannel Retailing</i></b> (McCord Hall, Room 422)  Karl Siebrecht Flexe
12:00 PM to 1:00 PM	<b><i>Lunch</i></b> (McCord Hall, Room 456)

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***Afternoon Agenda***

1:00 PM to 1:30 PM

***Actionable Deliverables to Address Pressing Challenges and Opportunities***  
(McCord Hall, Room 422)

Elliot Rabinovich and Dale Rogers  
Co-Directors, I-e SC Lab  
Professors, W. P. Carey School of Business, Arizona State University

1:30 PM to 2:15 PM

***Internet of Things' Developments in Supply Chain Management***  
(McCord Hall, Room 422)

Steve W. Hardy  
Intel

2:15 PM to 3:00 PM

***Leveraging E-Commerce Platforms to Promote Growth among Small and Medium Size Enterprises***  
(McCord Hall, Room 422)

Luc Ringuette  
Igginition

3:00 PM to 3:30 PM

***Break***

3:30 PM to 4:15 PM

***Data Analytics Developments in Supply Management***  
(McCord Hall, Room 422)

Nancy McGuire  
IBM

4:15 PM to 5:00 PM

***The Connected Future: Emerging Internet Technologies in Supply Chain Management***  
(McCord Hall, Room 422)

Jon Nordmark  
Founder and Chairman  
Iterate Studio and eBags

5:00 PM to 5:45 PM

***Reception***  
(McCord Hall, Room 450)

5:45 PM to 7:00 PM

***Dinner***  
(McCord Hall, Room 450)

## Speaker Bios



### **Curt M. Bimschleger, Managing Director, GENCO Retail Logistics**

Curt Bimschleger serves as Managing Director of GENCO Retail Logistics, one of five market-focused business units at GENCO. This business unit provides product lifecycle logistics services to Direct to Consumer companies and Retailers across North America. Curt joined GENCO in 2013 and is responsible for leading Business-development, strategy and marketing for GENCO Retail Logistics as they expand their thought leadership position in designing the most efficient supply chain solution for retailers as they redefine their strategies around an Omnichannel focus. Curt has more than 25 years' experience designing and implementing custom supply chain programs for the retail market with a focus on direct to consumer and retail strategies for many of the top 100 Retailer and ecommerce companies. Before joining GENCO, Curt led business development teams for several Fortune 500 companies, including RR Donnelley & Sons, Dun & Bradstreet, and Experian, with a focus on the retail sector. Most recently, Curt led the sales & marketing team for ACCENT Marketing, where he worked closely with retailers to develop and implement programs to sell direct to consumer aftermarket service contracts. Curt is a regular contributor and speaker at industry conferences and has published industry articles regarding the impact of the Omnichannel and how it is redefining the retail community. Curt belongs to several industry professional organizations, serves as a member of the RILA board, is a regular speaker at industry forums, and leads the GENCO Retail Logistics Customer advisory board. Curt holds a bachelor's degree in marketing from Miami University.



### **Edgar Blanco, Senior Director, Last Mile Decision Sciences, Walmart**

Dr. Edgar Blanco is a Senior Director at Walmart Stores, where he leads the Last Mile Decision Sciences Team supporting strategic management and design of urban logistics networks for eCommerce. Dr. Blanco has over twenty years of experience in designing and improving logistics and supply chain systems. He is also widely recognized as an expert on carbon footprint assessments of global supply chains and models of environmental impacts of freight transportation and logistics activities.

Prior to joining Walmart in 2015, Dr. Blanco was a Principal Research Associate at the MIT Center for Transportation & Logistics and the Executive Director of the MIT SCALE Network in Latin America. He was the founder of the MIT Megacity Logistics Lab, a pioneering initiative in the field of urban logistics. His professional experience also includes Predictix, Retek (now Oracle Retail) and Bellsouth (now AT&T).

Dr. Blanco was born in Bogotá, Colombia. He received his Ph.D. from the School of Industrial and Systems Engineering at the Georgia Institute of Technology. His educational background includes a B.Sc. and a M.Sc. in Industrial Engineering from Universidad de los Andes (Bogotá, Colombia) and a M.Sc. in Operations Research from the Georgia Institute of Technology. He currently lives with his wife in San Francisco, California.



**Nancy McGuire, Director Global Procurement, Procurement Operations, Policy and Practices, IBM Corporation**

Nancy McGuire is responsible for supporting IBM’s global procurement organization in its operations and in establishing policies and practices. Nancy and her team are responsible for strategy alignment and talent development, cost savings management, supplier diversity, procurement transformation, as well as acquisition and divestiture support. Nancy leads a team of over 75 procurement professionals worldwide, supporting 3000 global procurement professionals in spend coverage of \$50B annually, delivering savings that exceed \$7B per year. Prior to this role, Nancy was Director for Sourcing, supporting IBM’s Storage Brand. Earlier assignments included executive and management roles in supply-demand planning and inventory management, supply assurance, and customer fulfilment. Nancy has held various sourcing, and supply chain roles throughout her 20+ years with IBM, including an assignment in procurement in the Dublin, Ireland facility.

Nancy joined IBM in the RTP location before moving to Rochester, Minnesota where she worked for 5 years. She returned to RTP, and outside of the assignment to Ireland, she has continued to live and work in the RTP area. Nancy holds a BS degree in Industrial Engineering from The Ohio State University.



**Steve Hardy, Enterprise Architect, Intel**

Steve Hardy is an Enterprise Architect in Intel’s Supply Chain IT Pathfinding & Innovation organization. He has been with Intel since 1996 and has held Solutions Architecture, People Management, Product Management, and Business/Systems Analyst roles. Since 2000 Steve has focused on Intel’s supply chain where he has delivered impactful capabilities in warehousing/logistics, production planning, and capital equipment procurement. He has a B.S. in Information Systems from Western International University and an M.S. in Technology Management from Arizona State University. A recognized industry expert on supply chain innovation, Steve has presented at dozens of industry conferences in the U.S., Europe, and Asia and was featured in a case study published by insiderPROFILES..



**Scott Leveridge, President, Dynamex U.S.**

Scott Leveridge joined TransForce in February 2011 as Regional Vice-President, West U.S. of Dynamex. He was promoted to President of Dynamex U.S. in 2013. As President, he oversees all aspects of the division’s U.S. operations from its base in Dallas, Texas. He began his career with Dynamex in 1986 and served the organization in various line and executive capacities.



**Stephen Menaquale, Senior Director of Transportation Finance and Strategy, Walmart**

Stephen Menaquale is the Senior Director of Transportation Finance and Strategy at Walmart.com, and is based in San Bruno, CA. In his current position, he is responsible for expense management in the Walmart.com inbound and outbound supply chains, transportation systems development, and devising and implementing new transportation initiatives designed to improve service and lower cost. He also works closely with Walmart Stores headquarters in Bentonville, AR to determine transportation efficiencies across the broader Walmart organization. Prior to joining Walmart in 2011, Stephen worked for a government relations consulting firm in their London and Moscow offices. He holds a BA in Foreign Affairs and Russian Studies from the University of Virginia, and received his MBA from Harvard Business School.



**Jon Nordmark, Chairman and Founder, Iterate Studio and eBags.**

Jon Nordmark co-founded Iterate Studio in 2013 and Iterate.ai in 2015. Iterate (i.e. a Web platform that's indexed 136,000 startups, plus services) discovers, curates, and validates digital startups for enterprises in Europe and America -- easing the path to experimentation, licensing, and acquisition for multinationals. Multinationals span industries ... from retail to energy, from consumer products to entertainment. Digital startups deliver a wide variety of services ... from IoT to deep learning and computer vision to smartphone enhancements.

Prior to Iterate, Jon was the founder of eBags.com. As its 10-year-CEO, eBags grew profitably with revenues increasing at a 34% CAGR over Jon's final eight years. Consumer reviews (1999), A/B split testing (2000), and the negative cash conversion model (1998) were all pioneering moves made by eBags. Shipments were made from 600 warehouses around the US and Europe. eBags also started 6pm.com and sold it to Zappos in 2006. Today, each year, 40 million people shop on eBags. Jon remains Chairman.

While working with three accelerators in the US and Europe during the years between eBags and Iterate, Jon helped dozens of VC- and angel-backed startups.



**Luc Ringuette, CEO, Iggnition**

Luc Ringuette is the CEO of Iggnition, a new enterprise software company with suites of products and services for e-Commerce, logistics, and fulfillment. As an investor and director, Mr. Ringuette has served as Chairman and CEO for many public and private companies, including the United States Mexico Market Exchange (UMEXX), E\*Fill America, and Somerset Automation. UMEXX is a private/public partnership with the United States Mexico Chamber of Commerce, focused on bi-national relations to advance commerce and logistics projects between the two countries. In 2002, Luc co-founded E\*Fill America. Today, E\*Fill is an affiliate of RoadOne Intermodal Logistics and a national leader in distribution with over 175 locations in the U.S., Canada, Western Europe, China, and Australia. In the U.S., E\*Fill has over 60 million square feet of warehouse space providing global value-added distribution services including transloading, cross-dock operations, and consolidation. From 1989 to 2002, Mr. Ringuette focused his efforts on the supply chain and warehouse management software industry for Fortune 500 companies, which led to the creation of Somerset Automation in 1989. Slingshot Software acquired Somerset in 1997. Mr. Ringuette received a Master of Science degree in Systems Management from the University of Southern California in 1988, and a Bachelor of Science degree in Computer Information Systems from California State Polytechnic University, Pomona, in 1984.



**Karl Siebrecht, co-founder and CEO of FLEXE**

Karl Siebrecht is the Co-Founder and CEO of FLEXE, the Marketplace for Warehouse Space. In his role as CEO, he focuses on driving strategy, managing growth, and building a world-class team. Karl's initial experience in operations and logistics came when he was a Diving Officer in the US Navy and as a consultant at Bain & Company. Karl is a seasoned technology executive with leadership experience in both startups and large, global corporations. Before founding FLEXE, Karl was CEO of AdReady and President of the Atlas division of aQuantive prior to its \$6B acquisition by Microsoft. Karl holds a degree in Economics from Duke University and an MBA from the Tuck School at Dartmouth.