



**McCormick**

Northwestern Engineering



**Northwestern University  
Transportation Center**

# Improving the Customer Experience in Travel and Transportation Using Information Technology

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**Tuesday, Oct. 25, 2011 - 2:00-5:00 pm**

James L. Allen Center, McCormick Foundation Auditorium  
Northwestern University 2169 Campus Drive, Evanston, IL

# About the Workshop

## Improving the Customer Experience in Travel and Transportation Using Information Technology

Information technology increasingly is driving the travel and transportation experience for the customer. This workshop features case studies in airline travel, package delivery, urban transportation, and social media. The discussion will focus on experiences and/or unique ways of using information technology and data management that could be cross-pollinated across other modes, and offer a vision of how the service experience could benefit from industry and academic collaboration.

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### Event Co-Chairs:

Bret Johnson  
Northwestern University Transportation Center

Peeter Kivestu  
Teradata Corporation

Hani Mahmassani  
Northwestern University Transportation Center



# Program

<b>Panel 1 - Traveler Experience, 2:00 - 3:15pm</b>	
<b>Mr. Peeter Kivetsu</b> Director, Industry Marketing & Solutions for Travel, Transportation and Government, Teradata	“High Definition Customer Service”
<b>Mr. Perry Cantarutti</b> Senior Vice President - Europe, Middle East and Africa, Delta Airlines, Inc.	“Using Social Media to Connect with the Customer”
<b>Mr. Richard Alexander</b> Vice President for Business Development, Veolia Transportation	“Urban Pulse - Enhancing the Customer Experience”
<i>Panel discussion led by Mr. Peeter Kivetsu</i>	
<b>Break, 3:15 - 3:45pm</b>	
<b>Panel 2 - Freight and Logistics Experience, 3:45 - 5:00pm</b>	
<b>Mr. David Adams</b> CIO and Executive Vice President of Operations, GTNexus	“The Collision of Social Media and the Global Supply Chain”
<b>Dr. Mark Cooper</b> Technical Fellow, Decision Support Systems, FedEx Services	“From Architecture to Action: A Service Quality Journey”
<b>Mr. Gary Smith</b> Director, Marketing, Con-Way Freight	“SafeStack - Reducing Damage and Claims”
<i>Panel Discussion led by NUTC Director Hani Mahmassani</i>	

# Speaker Bios

## **David Adams**

### **CIO & Executive Vice President of Operations, GTNexus**

David Adams is CIO and executive vice president of operations for GT Nexus. He has more than twenty years of experience in software implementation, operations and support. Prior to joining GT Nexus in 2001, Adams spent eight years with Accenture in their Transportation and Travel Services practice and before that worked in Tokyo focusing on leveraged lease financing. He brings experience helping customers implement and operate transformational programs to streamline their supply chain operations. As CIO at GT Nexus, Adams has primary responsibility for aligning corporate IT investments with corporate strategy.

## **Richard Alexander**

### **Vice President for Business Development, Veolia Transportation**

Dick Alexander oversees business development efforts in North America and has helped Veolia grow to \$1 billion in revenues over the past seven years. He is responsible for Veolia Transportation's efforts to develop partnerships with cities and transit agencies to manage and operate public transit systems, ranging from small start-up projects such as Hinesville, Georgia, to large transit agencies including New Orleans and Las Vegas. Alexander is involved in many of the company's strategic initiatives, including efforts towards Sustainable Development.

## **Perry Cantarutti**

### **Senior Vice President – Europe, Middle East & Africa, Delta Air Lines**

Perry Cantarutti was promoted to the newly created position of senior vice president of Europe, Middle East and Africa in March 2010. Based in Paris, Cantarutti has accountability for all of Delta's Europe, Middle East and Africa commercial activities, including maximizing the long-term growth opportunities for Delta's joint venture agreement with Air France KLM – the industry's largest trans-Atlantic alliance. Cantarutti holds an MBA from the Kellogg School of Management and serves on the Northwestern University Transportation Center Business Advisory Committee.

## **Mark Cooper, PhD**

### **Technical Fellow, Decision Support Systems, FedEx Services**

Mark Cooper is a technical fellow in the enterprise architecture organization at FedEx Services. He received a BS from Duke University, and an MS and PhD in Computer Science from UCLA where his concentration

# Speaker Bios

was artificial intelligence. He is currently focused on the characterization and reduction of IT complexity, and on the acceleration of requirements gathering through logical data modeling. A long-time technical lead for the FedEx data warehouse, his contributions include the design and implementation of the original data acquisition methodology; which, three data warehouse generations and two trillion records later, remains largely intact. Cooper is also frequently recruited to provide architectural and solution design leadership for high profile and at risk corporate projects.

## **Peeter Kivestu**

### **Director Industry Marketing & Solutions for Travel, Transportation & Government, Teradata**

Peeter Kivestu joined Teradata in 2004 with responsibility for travel, transportation and aerospace initiatives in customer and operations management. Kivestu has over 30 years of airline and information technology leadership experience including positions at American Airlines, Canadian Airlines International and most recently at Northwest Airlines, collectively covering finance, marketing, operations, information technology, corporate development and cargo. Kivestu joined Teradata from Northwest Airlines where he held VP positions in distribution technology and technical operations.

Throughout his career Kivestu has helped large international airlines conceive and implement solutions involving information assets, including electronic ticketing, self-service check-in and B2B e-commerce. He was Northwest's Managing Director Business Solutions for new information technology and held technology planning positions at other carriers.

## **Hani Mahmassani, PhD**

### **William A. Distinguished Patterson Chair in Transportation; Director, Northwestern University Transportation Center**

Hani S. Mahmassani has over 30 years of professional, academic and research experience in the areas of intelligent transportation systems, multimodal systems modeling and optimization, pedestrian and crowd dynamics and management, traffic science, demand forecasting and travel behavior, information technology and mobile social networking, dynamic system management, and real-time operation of logistics and distribution systems.

# Speaker Bios

He has served as principal investigator on over 130 funded research projects sponsored by international, national, state, and metropolitan agencies and private industry. He has published over 200 refereed articles and 120 technical reports. Past editor-in-chief and current associate editor of Transportation Science, Mahmassani is also the associate editor of Transportation Research C: Emerging Technologies and of IEEE Transactions on Intelligent Transportation Systems. He is emeritus member of Transportation Research Board committees on travel behavior analysis, telecommunications and travel behavior, and network modeling.

Mahmassani received his PhD from the Massachusetts Institute of Technology in transportation systems and his MS in transportation engineering from Purdue University.

## **Gary Smith**

### **Director, Marketing, Con-way Freight**

Gary Smith is director of marketing for Con-way Freight, the largest business unit of the Con-way enterprise (NYSE:CNW), a \$5 billion freight transportation and logistics services company headquartered in Ann Arbor, Mich. Con-way delivers industry-leading services through its primary operating companies of Con-way Freight, Menlo Worldwide Logistics and Con-way Truckload. These operating units provide high-performance, day-definite less-than-truckload (LTL), full truckload and intermodal freight transportation; logistics, warehousing and supply chain management services; and trailer manufacturing.

In this position, Smith is responsible for the oversight of the branding and marketing activities of Con-way Freight (\$3+ billion company). He and his team are responsible for increasing revenue and brand value through strategic marketing, advertising, digital media, direct response/CRM, communications, event marketing/sponsorship and market research/VOC.

# Notes

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