Program Faculty

Daniel Avramovich, Chairman, CEO and President, Pacer International, Inc.

Farukh Bezar, Partner, The Clarendon Group, LLC

Rick Blasgen, President, CEO, Council of Supply Chain Management Professionals

Lee Clair, Partner, Norbridge, Inc.

Aaron Gillman, Professor of Transportation, Northwestern University Transportation Center; Professor of Management & Strategy, Kellogg School of Management

Hani Mahmassani, William A. Patterson Distinguished Professor of Transportation and Professor of Civil Engineering, McCormick School of Engineering and Applied Science; Director, Northwestern University Transportation Center

Shawn McWhorter, President - Americas Region, Nippon Cargo Airlines, Inc.

Steven Rothberg, Partner, Mercator International, LLC

Ian Savage, Associate Chair of Economics and Distinguished Senior Lecturer, Weinberg College of Arts and Sciences

Joel Sitak, President and CEO, BirdDog Solutions

Karen Smilowitz, Junior William A. Patterson Professor of Transportation and Associate Professor of Industrial Engineering and Management Sciences, McCormick School of Engineering and Applied Science

Van Mieghem, Harold L. Stuart Professor of Managerial Economics; Professor of Operations Management, Kellogg School of Management

Doug Waggoner, CEO, Echo Global Logistics

Justin Zubrod, Managing Partner, Justin Zubrod & Co., LLC

www.transportation.northwestern.edu/exec/freight11/
Executive Program

Freight Transportation and Logistics: Delivering Results in a Volatile Environment

During this period of economic uncertainty, operators and their customers (those who buy freight) face a volatile business landscape and shifting opportunities and expectations. Variability must be managed in freight transportation and logistics decisions with regard to pricing, service, access, mode selection, and contractual arrangements. Strategies for success for both the transportation buyers and sellers must continually adapt in this environment.

To address these challenges, the Northwestern University Transportation Center has developed a customized program for transportation and logistics executives and those who invest, raise capital, and provide services for the sector. This executive program will provide insight into the rapidly changing domestic and international freight transportation industry, including air, rail, truck, marine, package, third party logistics, and other non-asset sectors such as brokerage.

Questions that will be addressed include:

- What are the roles of freight intermediaries and how can they be used to a shipper’s advantage?
- How is technology being leveraged to improve operational performance and service quality?
- What are the relative competitive factors among the various modes in terms of access, availability, price, and service?
- What new services and solutions are emerging for logistics strategies and what role is played by third party logistics providers? How applicable are these to my company’s requirements?
- What role do the procurement process, price, and regulatory factors have in the decision-making process?
- What are the relative competitive factors among the various modes in terms of access, availability, price, and service?

Who Should Attend

This course is aimed at transportation and logistics decision-makers engaged in purchasing domestic and international freight. Participants should include transportation executives, staff, and line managers with responsibility for operations, sales, sourcing, marketing, pricing, cost management, and supply chain design.

Program Content

- Global freight marketplace size, scope, and complexity
- Forces driving change in transportation and logistics
- Industry trends in supply chain and logistics
- The role of freight and intermediaries (e.g., brokerages)
- Global sourcing, including near-sourcing, decisions in a dynamic environment
- Carrier strategies for leadership, differentiation, and growth
- Using data to manage freight and logistics decisions
- Emerging trends in the global third party logistics market: the providers’ perspective
- Understanding the landscape of domestic freight (truck, rail, intermodal, air, barge) and international freight (ocean, intermodal, air)
- Understanding the role of freight and intermediaries in the logistics ecosystem
- Global sourcing, including near-sourcing, decisions in a dynamic environment
- Carrier strategies for leadership, differentiation, and growth
- What are the relative competitive factors among the various modes in terms of access, availability, price, and service?

Course Format

Program content will be thoroughly integrated by the course faculty, so that participants will emerge with a comprehensive understanding and perspective of both domestic and international transportation sectors. Both Northwestern faculty and outside lecturers will lead the program.

The focus of the course is on the changing nature of relationships between shippers and carriers. Some chief knowledge and experience in logistics and transportation will be useful.

Professional Development Credit

For information regarding professional development credit hours, please contact Diana Marek at d-marek@northwestern.edu or 847-491-2280.

Why Northwestern?

The Northwestern University Transportation Center is an internationally renowned center of transportation education and research founded in 1954. Its interdisciplinary faculty have provided education on transportation economics, policy, financing, and management to undergraduates, graduate students, and transportation professionals for more than fifty years. NU Transportation Center faculty contribute to the identification, analysis, and resolution of transportation problems and issues concerning all modes of transportation, in all settings—urban, regional, national, and international.

Registration & Fees

Program Fee $2,700
Early Registration Fee (before 10/14/2011) $2,160
Government & Academic Fee $2,160
CSCMP Member Fee $2,065

Location and Facilities

Program participants will enjoy the facilities of the state-of-the-art executive conference center in Chambers Hall, the headquarters of the NU Transportation Center located in the heart of Northwestern’s Evanston campus on the shores of Lake Michigan. Northwestern is located just north of Chicago and approximately 45 minutes from O’Hare International Airport.

Hotel Lodging

Program participants are responsible for their own travel and lodging arrangements. A block of rooms has been reserved at the Hilton Garden Hotel in downtown Evanston, a short walk from the Northwestern Campus.

The Hilton Garden Hotel
1818 Maple, Evanston, IL 60201
Reservations: 847-475-6400

For information or to register on-line, visit www.transportation.northwestern.edu/exec/freight11/, or contact Diana Marek:
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