“Understanding the Evolving Transportation Market and the Changing Role of 3PL's”

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Abstract: The over the road transportation market has been slow to evolve, but change is coming. It's unavoidable. Among the spectrum of business models that 3PL's have brought to market, there are clear winners and losers. Traditional freight brokerages have stalled, as those with scale or technological advantages have soared. The last phase of technological innovation shepherded in during the booming 90's has flat-lined. We are in the first throes of a second wave. The ubiquity of smartphones, the slow transition from gas a a primary fuel source, and the potential for autonomous transport all have the potential to massively disrupt the industry. In this talk, I will present the clear winners and losers, and outline how the market may evolve as new technologies shift business models over the coming decades.

Bio: Bill Driegert is the Chief Innovation Officer for Coyote Logistics, the fastest growing logistics company in North America. Driegert has a serious crush on big ideas. He has the freedom to continually improve and re-imagine Coyote’s technology platform and set his team of developers loose on insanely challenging problems. When he’s not plotting data points and Coyote’s next move, he can be found playing monster with his four-year-old daughter and young son. Or racing mountain bikes. Or playing drums. Or rebuilding motorcycles. He has a bachelor’s degree in Business form SMU, a Masters in Logistics from MIT, and an MBA from the Chicago Booth School of Business.