Program Faculty

Farukh Bezar, Partner, Clarendon Group
Rick Blasgen, President and CEO, Council of Supply Chain Management Professionals
Michael Brennan, Chief Operating Officer, Peapod
Michael Burton, President and CEO, C&K Holdings
Lee Clair, Partner, Zubrod/Clair and Company
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, Founding Partner, Mercator International, LLC
Ian Savage, Associate Chair, Department of Economics, and Distinguished Senior Lecturer of Economics, Weinberg College of Arts and Sciences, Northwestern University
Karen Smilowitz, Associate Professor of Industrial Engineering and Management Science, McCormick School of Engineering and Applied Science, Northwestern University
Jeff Starecheski, Vice President of Logistics Services, Sears Holdings Corp.
Doug Waggoner, CEO, Echo Global Logistics
Justin Zubrod, Managing Partner, Zubrod/Clair and Company

Program faculty subject to change.

“Excellent and very informative context was provided... Topics discussed were current, and I was able to utilize what I learned immediately... and pass on additional knowledge to my co-workers and staff.”

— Participant in previous Executive Education Series Program
CSCMP Member Fee
members receive a 25% discount off the program fee.

Executive Education Series
Freight Transportation and Logistics: Securing Capacity in a Dynamic Industry
In the current business environment operators and their customers are experiencing a capacity constrained global market and rising cost structures. In this dynamic situation, freight transportation and logistics decisions must be managed 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 changing landscape.

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 transportation industry, including air, rail, truck, marine, package, third party logistics, and other non-asset sectors such as brokerage.

Who Should Attend
This course is aimed at transportation and logistics decision-makers engaged in purchasing domestic and international freight transportation; carriers and intermediaries providing those services. This includes transportation executives, staff, and line managers with responsibility for operations, sales, sourcing, marketing, pricing, cost management and supply-chain design.

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

Co-sponsored by the Council of Supply Chain Management Professionals (CSCMP)

Program Content
Global freight marketplace size, scope, and complexity
Forces driving change in transportation and logistics
Industry trends in supply chain and logistics
Understanding the cost structure of freight transportation services
Understanding the landscape of domestic freight (truck, rail, intermodal, air, barge) and international freight (ocean, intermodal, air)
Using data to manage freight and logistics decisions
Understanding the role of third-party logistics providers
The role of freight intermediaries (e.g. brokerages)
Global sourcing, including near-sourcing, decisions in a dynamic environment
Industry dynamics of package and parcel delivery
E-fulfillment and e-logistics best practices

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 prior 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 847-491-2280 or d-marek@northwestern.edu.

Hotel Information
Program participants are responsible for their own travel and lodging arrangements. A block of rooms has been reserved at the Hilton Orrington Hotel, a short walk from Northwestern’s Evanston Campus. The rate for a single-occupancy room is $142 (plus tax). Use reservation code NFLE.

The Hilton Orrington Hotel
1710 Orrington Ave, Evanston, IL 60201
Direct: 847-866-8700 Reservation Hotline: 800-445-8667
http://www.orringtonevanston.hilton.com

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.

Program Fees
Program Fee

- Early Registration Fee $2,160 (if paid before August 15, 2014)
- BAC Member Rate $2,025 (25% discount)
- Government & Academic Fee $2,160
- CSCMP Member Fee $2,565 (5% discount)
- Early CSCMP Member Fee $2,052 (if paid before August 15, 2014)

Program fees include tuition, program materials, continental breakfasts, lunches, and welcome reception.

*NUTC Business Advisory Council (BAC) members receive a 25% discount off the program fee.
*Council of Supply Chain Management Professionals (CSCMP) members receive a 5% discount off the program fee.

For more information or to register, visit http://j.mp/2014NUTCExecEd

Questions? Contact NUTC Assistant Director Diana Marek by phone at 847-491-2280, or via email at d-marek@northwestern.edu.