

GERALD FORD

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RESPECTED LOGISTICS EXECUTIVE

**Contract Logistics • Asset Management & Recovery • Asset / Non Asset Based 3PL • Acquisitions
Start-Ups • Turnarounds • Product Launches • Market Penetration • Account Development
Business Innovation • Operations Reengineering • P & L Accountability • Cost Optimization**

High character, well respected senior level logistics professional with more than 20 years of integrated logistics experience. A proven track record of success in any type of environment or economy. Demonstrated ability of growing start-ups and new verticals quickly and in some cases selling for a substantial profit.

PROFESSIONAL EXPERIENCE:

CEVA LOGISTICS

Atlanta, Georgia

(Fourth largest 3PL and contract logistics company with revenues exceeding \$10 Billion)

Major Accounts – Corporate and Aerospace

2010 to Present

Managing and selling large revenue accounts in Georgia and Alabama. Aeronautical accounts include Boeing, Lockheed, and Gulfstream. Utilized “Control Towers” for vertical selling opportunities.

- Currently in the final steps of securing a multi-year deal with a Fortune 50 company that has the potential to be in excess of \$125 million in revenue.
- Achieved immediate success in strategic selling of both contract logistics and freight management, adding more than \$6 million in new revenue within first 8 months.
- Broke through long term business obstacles, completely revamping strategies with Gulfstream to drive business more than 35%.

UPWARD LOGISTICS

Atlanta, Georgia

(Minority owned 4PL Company created to handle medical deliveries and freight forwarding for Philips)

President and Founder

2008 to 2010

Created company from startup to fully operational with first year revenues exceeding \$3 million with more than \$900,000 in gross profits.

- Recruited government business allowing for company funding of agency network.
- Diversified service offerings for high value electronics, textile distribution, and asset recovery for green initiatives.
- Leveraged long time relationships with line haul cargo networks and shipping lanes as well setting up pickup and delivery network on a national level.

AFC WORLDWIDE EXPRESS

Kennesaw, Georgia

(Minority owned transportation and logistics solutions company leveraging diversity spending)

Vice President

2005 to 2008

Responsible for all facets of multiple business units as well as company diversity initiatives. Developed MBE marketing, reverse logistics, and largest 3PL clients. Positioned company for buyout.

- Led Ft. Lauderdale Service Center to first profitable operations while developing AFC’s largest and first 24/7 facility in Atlanta, GA.
- Cut operational costs by 25% for 7 locations while playing a key role in growing company revenues from \$46 million in 2005 to \$92 million by the end of 2008.

PROFESSIONAL EXPERIENCE *(continued)*:**ALLSTATES WORLD CARGO**

Atlanta, Georgia

*(Specializing in supply chain management of textiles, medical equipment, lottery machines, and distribution for Philips Electronics)***Managing Director**

2004 to 2005

Oversaw the creation of MBE startups in Georgia and Texas from the ground up. Developed a hub and spoke system for electronics and set up large textile distributions for largest carpet manufacturers and retailers. Started up Apex Logistics and sister companies Twin Peaks Trucking and Landstar Agency.

- Increased Georgia revenue from \$500,000 to \$10 million run rate in 10 months. Georgia market revenues were highest in the 46 year company history.
- Full P&L responsibility of operations. Built and developed an operational staff and sales team.

AIRPLUS LTD

Georgia - Florida

*(Founded as distribution arm for Target, Best Buy Electronics and Music Retailers)***Regional Sales Manager - Stonepath Logistics**

2003 to 2004

Responsible for developing an initial Field Sales program for Atlanta, setting up regional warehousing for large distributions in textile retail segments to compliment Best Buy and Target fulfillment operations.

- Credited with largest first shipment in company history (30 truckloads).
- Developed \$4 million in new business and filled empty warehouse space to cover fixed monthly costs. Leveraged past FedEx experience for optimization of company's pricing with FedEx and existing distribution systems to minimize additional expenditures and increase margins by 10%

NORTH AMERICAN VAN LINES

Atlanta, Georgia

*(Freight forwarding and logistics arm of relocation and moving van company set up to compliment traditional van-line business)***Regional Manager**

2001 to 2003

Managed sales and operations for Atlanta and Charlotte markets. Reestablished profitability and operating structure in the Southern Region. Additionally served as National Account Manager, developing marketing and pricing programs for logistics operations.

- Rebuilt relationships with large van line agencies while utilizing agent relationships, reverse logistics and distributions to offset cyclical downturn in the economy.
- Commissioned within 6 months of hire and the only Manager in Logistics to commission in 2002.

EAGLE GLOBAL LOGISTICS

College Park, Georgia

*(Fastest growing airfreight company of all time specializing in many verticals such as Oil and Gas, Dell, Compaq, and HP as well as other high value business. Company is now known as CEVA Logistics)***Market Manager**

2001 to 2003

Responsible for developing the North Georgia, Atlanta Metro, and Chattanooga markets. Accountable for Profit and Loss, yield attainment and revenue development of logistics projects as well as domestic and international freight sales.

- Built and developed an operations and sales team through intensive recruiting and interviewing.
- Increased net profits by \$1.25 million during first 9 months while attaining a 42% margin on U.S. business, ranking #1 in revenue and margin attainment for quarters three and four of 2001.

PROFESSIONAL EXPERIENCE *(continued)*:**FEDERAL EXPRESS CORPORATION**

Atlanta, Georgia

(Initially known as the world's largest express/overnight delivery company. Has since expanded to LTL and Freight Integrator which utilizes asset based equipment to service all businesses)

1987 to 2000***Account Executive***

1997 to 2000

Accountable for Atlanta District sales territory. Managed and developed \$16 million in annual revenue and e-commerce solutions for domestic and international business.

- Ranked as high as #4 among all Sales Executives in stacked rankings of 1500 sales employees.
- FedEx Presidents Club in 1st year of sales. Quality All Star 3 times and was the first FedEx employee to score 100 in customer service testing.

Senior Solutions Analyst

1992 to 1997

Responsible for resolving critical service issues for high revenue key accounts in the Southern Region. Closed new business of more than \$20 million while maintaining a high customer satisfaction rating.

- Ranked #1 out of 77 nationwide on required internal and external customer survey rankings for 5 consecutive years. Most highly decorated employee in Customer Service Division over 7-year span.
- Eliminated \$400 thousand in annual claims loss for CR Bard and Bard Urological. Additionally developed a 7 A.M. delivery solution for the world's largest shipper of blood.

Inside Sales Executive / Customer Service Trainer

1987 to 1992

As Inside Sales Executive, was responsible for closing high yielding accounts and processing sales leads. As Customer Service Trainer, was responsible for training new hires and served as the President of the Lead Generation Team as well as the Quality Action Team leader.

- #1 nationwide in stack rankings for closing incremental revenue for entire tenure.
- First non-field employee to win Sales PRIDE Award from the Inside Sales Executive position.

EDUCATION:**UNIVERSITY OF GEORGIA**

Athens, Georgia

Bachelor of Business Administration - Marketing Major with concentration in Transportation

TRAINING:

Lean - Six Sigma / Root Cause Analysis / TSA Security Threat Assessment / Warehouse Management Systems / Integrator Operating Systems / Red Prairie / Manhattan Associates / MS Office Suite

COMMUNITY LEADERSHIP:

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| ➤ National Minority Council Member | ➤ Georgia Minority Supplier Development Council Founding Member | ➤ Metro Atlanta Chamber of Commerce |
| ➤ Fellowship of Christian Athletes – Board Member | ➤ Transportation Group | ➤ Atlanta Air Cargo Association |
| ➤ Sigma Nu Alumni – Board Member | ➤ South Fulton Parkway Alliance - President | ➤ Development Authority Board Member |