



C.H. ROBINSON

In a nutshell, what is your company all about?

[C.H. Robinson](#) solves logistics problems for companies across the globe and across industries, from the simple to the most complex. With nearly \$20 billion in freight under management and 18 million shipments annually, we are one of the world's largest logistics platforms. Our global suite of services accelerates trade to seamlessly deliver the products and goods that drive the world's economy. With the combination of our multimodal transportation management system and expertise, we use our information advantage to deliver smarter solutions for our more than 119,000 customers and 78,000 contract carriers. Our technology is built by and for supply chain experts to bring faster, more meaningful improvements to our customers' businesses.

What differentiates your company from others in the industry?

C.H. Robinson is one of the world's largest, most connected logistics platforms. Our global suite of services is unparalleled in our industry and we have a global network of experts who act as an extension of our customers' team. We provide our customers the scale and expertise to solve their greatest logistics challenges and grow their business. Our technology built by and for supply chain experts provides tailored solutions that work for supply chain professionals and drive supply chain outcomes, and our single, global multimodal transportation management system, [Navisphere®](#), connects our entire network of 200,000 companies. We have the most data on shipments, routings and carriers in the world, which gives us an information advantage that enables us to drive better outcomes for our customers including improved savings, reliability and visibility.

What is your company's most recent accomplishment?

At [CSCMP EDGE](#), we announced our commitment to investing \$1 billion in technology over the next five years, doubling our previous \$1 billion investment in technology over the last 10 years. We know that technology, predictive analytics and AI are revolutionizing our industry and this investment is helping us lead the way forward in solutions. Specifically, 80% of our efforts are focused on creating expanded capabilities and innovation of new technologies and products, while the remaining 20% is reserved for maintenance on current functionality and features.

What is the biggest challenge your company faces in the industry?

As customers' needs and expectations change, the supply chain grows increasingly complex. Freight is moving across more modes in more countries, and customers need a global partner with local expertise to provide simplicity and visibility at all times. There is also more data today than ever before, but there's a gap between having data and turning that data into an information advantage to drive better outcomes. Our more than 119,000 customers and 78,000 contract carriers need partners who have the experience and scale to meet them where they are and can solve their greatest challenges with seamless interaction with logistics technology.

How does your company approach recruiting and retaining talent? What challenges do you face?

We know that great talent is vital as we continue to strengthen our position as the global leader in logistics, technology and supply chain solutions. We know that technology, predictive analytics and AI is revolutionizing our industry and with more than 1,000 data scientists, engineers and developers, we are continuing to invest in global talent in this critical area, making an already strong team even stronger. And our people understand the impact they have—they are known as people you can rely on, which is why we have a >99% retention rate among our top 500 customers.

Why is your company a CSCMP Corporate Member?

CSCMP provides important leadership to the supply chain industry, and C.H. Robinson strongly supports and believes in its mission of advancing the supply chain profession by connecting, educating and developing the world's supply chain management professionals throughout their careers. Because of the high quality educational platform, CSCMP draws a portfolio of great supply chain professionals to its events and thus creates opportunities for connecting and collaborating.

Finally, is there a question not asked that you would like the opportunity to share with the industry?

C.H. Robinson puts the customer at the center of everything we do—listening, understanding their needs and then moving mountains to solve their most complex logistics challenges. Increasingly, shippers are telling us that their three biggest challenges are the complexity of the global supply chain; transforming data into solutions and results; and the flexibility to meet customers where they are. Addressing these challenges and focusing on our customers' needs is why C.H. Robinson has a >99% retention rate among our top 500 customers. We're excited to continue to strengthen our position as the global leader in logistics, technology and supply chain solutions, and build the supply chain of the future with our clients.