



Council of Supply Chain  
Management Professionals

Educating and Connecting the World's Supply Chain Professionals.™

# MEET A MEMBER



## Brian Abbott

**Education:**

Ohio State: BSBA, Marketing, Logistics.  
Tiffin University: MBA. HEC Paris Executive  
Management

**Company/Title:**

Ryder/ Director of Business Development

### *When and why did you join CSCMP?*

I joined the Council of Logistics Management in the mid 1990's and have been involved in some capacity for the past 20+ years. I initially joined to learn more about logistics/supply chain and to network and meet logistics veterans - there is no better way to learn than from people who have "been there, done that".

### *What advice do you have for new CSCMP members on how they can maximize their membership value?*

Ask questions, network and get involved in your local CSCMP roundtable. Dive in and take on a role within your roundtable. You will develop lifelong friendships that extend well past your career.

### *How did you get into supply chain management/logistics?*

I grew up in a family owned retail business that had warehousing and transportation components. From an early age, I worked in a warehouse receiving, picking and packing shipments. My responsibilities evolved into driving a truck and delivering products to retail stores. Regardless of the tasks I was performing, I always asked why we did things the way we did and I never accepted, "this is the way we have always done it" for an answer. I consistently developed processes that were more efficient or introduced technology that streamlined and simplified the process. My curiosity and the satisfaction gained from solving challenges guides me to this day. One may say logistics is in my DNA.

### *Describe your job in a tweet (i.e. 140 characters or less)*

To educate my customers to enable them to make an informed buying decision.

### *What are your top three job responsibilities?*

1. Prospecting - looking for companies that will benefit from the solutions/services Ryder has to offer.
2. Relationship building - developing a level of trust with prospective customers. People buy from people they like and trust.
3. Closing - driving the sales process from initial discussion to contract.

## *What is the biggest challenge you face on the job, and how are you managing it?*

Selling value. Many organizations leverage their procurement group to drive bids/RFPs. There is a natural tension in this process as their job is to provide a solution and many times they procurement groups focus on cost, rather than quality and the value of the holistic solution. Helping them grasp the value of a solution versus cost is at times a challenge.

## *What technologies, trends, or disruptive forces do you see having the biggest impact on supply chains?*

I believe technology will have a huge impact in driving supply chain efficiency. We are seeing this in autonomous vehicles, drones and robotics. While many of these technologies are still being mastered, we are quickly moving from a physical to a digital world.

## *If you were to start a company from scratch, what values would you build it on?*

Integrity, honesty and hard work. Do what you say, and say what you do and always take time to view the world from the lens of your customer.

## *What are you proudest of?*

I am proud of playing a part in reviving the Central Texas CSCMP roundtable in the early 2000's. I moved to Austin in 2001 and dotcom boom was fading quickly. Many of the Austin roundtable leaders left and there was no presence. With the help of CSCMP management and a handful of dedicated logisticians in Austin, we rebuilt the Austin roundtable and brought great content and information to the local logistics community.

## *If you could interview anyone, who would it be and why?*

If I could go back in time and sit down and speak Benjamin Franklin, that would be amazing. I would be interested to learn more about the founding of the United States and better understand his curiosity and how he thought to draw energy from the sky to name a few.

## *Write your own question and answer! What have we not asked that would be interesting for other CSCMP members to learn about you?*

Tell us about your personal life and hobbies.

I am a husband to Kellie of 25 years and a father to 2 boys, Benjamin who is 17 and William who is 12. I enjoy golf, all Cleveland sports (yes, this can be depressing) and The Ohio State Buckeyes.