



Council of Supply Chain  
Management Professionals

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

# MEET A MEMBER

## Claudia Knowlton-Chike

**Education:**

University of Minnesota - Executive MBA and  
University of Wisconsin - Package Engineering  
and Penn State - SCM Masters Certificate

**Company/Title:**

Google/Senior Director, Global Logistics



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

I joined CSCMP many years ago in order to continuously develop myself and others - to stay fresh in Logistics and Supply Chain. The Roundtables are some of the best ways to stay current and grow the networks. I have met with Roundtable folks from around the world. I was the catalyst to re-launch the Milwaukee CSCMP Roundtable - built a great board - and it continues now.

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

1. Get involved in the local Roundtables. When I travel I try to meet up with Roundtable members in other places - like Dubai, Minneapolis, Cleveland, Bay area, etc. This helps expand your networks and understand the local/global opportunities/challenges. Consider participating as a CSCMP Roundtable Board Member or volunteer. Great way to hone your leadership skills and grow your network and knowledge. I served as President of the Milwaukee CSCMP Roundtable - built the Board and led the re-launch. It was the greatest experience - working with other terrific people from other businesses and universities.
2. Read the research that CSCMP produces for your growth in skills and capabilities - to think outside the box.
3. Consider growing with the courses and certifications that CSCMP offers
4. Attend CSCMP events.

### *What has been the most impactful connection you have made through CSCMP membership?*

When I think of the most impactful - I think of many connections. You all know who you are! It's also been the continuous development of my teams and myself. I utilize CSCMP as a tool that my team can use for career development. I also have appreciated meeting new people in all parts of the world through CSCMP - a truly global network.

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

I started out with the passion of being a fashion designer - during college, that changed to Package Engineering. Packaging Matters! And as I followed trucks and shipments around, I became fascinated with Logistics and then Planning, Sourcing, Manufacturing and then running a full end-to-end supply chain. Fabulous adventurous career - IBM, GE, Motorola, Chemical Companies and then Facebook and now Google.

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

*Supply Chain Matters!*

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

1. Execute all deliveries on time, compliantly, safely, globally - to ensure our data centers are always up and running. This includes global transportation, warehousing, import/export trade compliance, packaging, reverse logistics, remarketing, kitting, automation, innovation and more.
2. Enable our stakeholders to scale with speed, while enabling simplification and standardization. Make it easy for our stakeholders.
3. Innovate and find better, faster ways of enabling the right part at the right time at the right place.
4. Develop high performing team and ensure a diverse and inclusive workplace

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

Prioritization of all the priorities! I manage it by aligning our priorities with the business priorities - and realigning as required throughout the year. Set clear goals and objectives, clarity in communications, exude optimism and lead by example.

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

Machine Learning has tremendous opportunities in supply chain - for planning, trade compliance (classification), and so much more.

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

1. The customer is the driving force behind everything we do.
2. Our team mirrors our marketplace - a rich and diverse set of employees valued for different ideas, backgrounds, experiences, skills, cultures
3. A respectful and inclusive workplace that innovates and goes fast
4. We bring a point of difference
5. We take risks and learn from failures
6. Maniacally focused on impact

## *What are you proudest of?*

Beyond my family - I am proudest of the amazing, diverse people I have recruited and developed and the high performing teams I have been honored to lead.

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

Abraham Lincoln - great courage and the Great Emancipator of slavery. His life is of someone who came from meager beginnings and rose to become President of the US. Someone who made a pivotal impact on the world. Hard work, courage and he stood up even when it was unpopular.

## *What was your childhood dream job?*

To be a fashion designer (Claudia's Creations) and design outfits for Cher.

*When you retire, what will be the first adventure you take, or what will be the first thing you will do for which you may not otherwise have had the time?*

I will do more volunteering in the community (Alzheimer's Assn, Big Brothers Big Sisters, etc) and guest lecturing at Supply Chain Universities. I'd also like to help inner city youth learn a trade and assist with forms for college scholarships, enrollments, etc.

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

Beyond your professional career - who are you?

I'm a wife to my husband of 34+ years. I'm a daughter and sister. I'm a mother to 4 children. I'm a grammy to 9 grandchildren. I love everything outdoors, fashion designing, singing and having fun.