



Council of Supply Chain
Management Professionals

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

MEET A MEMBER



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Education:
UW Madison, BBA- Marketing

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Trans International/Chief Sales & Marketing
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When and why did you join CSCMP?

I joined CSCMP 5 years ago. The main reason I joined the organization was for the sales lead generation and brand awareness. Through experiencing events nationally and locally with CSCMP, this experience has become more than a business development tool. My CSCMP membership has introduced me to a network of connections and valuable educational experiences.

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?

Go to the events- whether they are local or national. Become an active participant. This will grow your network and your net worth for your company. The most valuable membership benefit is the educational experience. The national conference is the best way to stay in touch with the new trends in the industry that we can all take back to our companies and improve or add onto what we are already doing.

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

By attending local events, I have been able to meet new connections at local businesses. The greatest impact I have gained is to visit these businesses and see their operations in living color. These interactions help me gain a new perspective on the everyday challenges that our clients face in getting products out the door. I am constantly amazed at the clean, well-run production facilities and the people behind the scenes that run them.

How did you get into supply chain management/logistics?

The short answer- my father. He started this company and my sister and I took it over in 2006. I've been in the business since birth. As a kid, I remember all of the ups and downs of running a business and also seeing the passion that my father had for this industry and being a top notch service provider. We carry on that legacy today.

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

Connecting with shippers to save them time and reduce costs. I am constantly searching for the opportunities to bring savings and new ideas to our clients daily. Stay on the leading edge of the industry by designing and implementing new technology that our clients will actually use.

What are your top three job responsibilities?

1. Client Satisfaction- meeting the client needs to ensure continuity of business and experience for our clients.
2. Business Development- finding our ideal client and building a custom experience for them.
3. Management- developing team members to be the best at what they do and keeping them happy so they can in turn, keep our clients happy.

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

Deciding on what is the most important direction to focus on and staying true to course. Daily as managers and business owners, we are inundated with competing priorities. All are important, all need to get done. It is a constant evolution and shifting daily on what takes precedence. The challenge lies in finding the right team members and developing them to take ownership of these priorities and together we can take the company and our service to the next level.

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

All the buzzwords- AI, blockchain, and automation. The biggest challenges for all of these will be deciding who will pay for it. Let's talk about blockchain for example. Does it start with the shipper? The 3PL? The end customer? Who needs to know all the segments and data points? What will they do with this information? Who will store and maintain it? Will the price of doing all of this provide the Return on Investment? How long will it take to realize an ROI and can companies afford those investments? The technology is fascinating and will evolve but at what speed and cost to the customer and consumer. The true impact on the supply chain is yet to be seen but the cost of it will come first as business pioneers enter the space.

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

I'm big on service. Business survives on the ability to read the customer, anticipate needs, and be nimble enough to meet them.

Then there are the basics:

Supportive, caring employees who can make a difference and know they can.

Honesty: you screw up you say you did and then you fix it and move on.

Curiosity and a constant willingness to learn.

Drive and passion- be who you are and love what we do, at the same time.

What are you proudest of?

Staying relevant. It may seem easy to some, but staying up to date on what technology is out there and also how to utilize it for our clients. This business continues to grow and flourish and a big part of that is staying relevant.

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

Abraham Lincoln. I'd love to know what Abe went through. He faced so many tremendous pressures and changed so much in our nation. He was a true pioneer when all the cards were stacked against him. I'd love to know how he got up everyday to face his critics and remain so dedicated to his cause against extreme opposition. He remained steadfast in doing the right thing.

What was your childhood dream job?

To be a doctor or a veterinarian. I always wanted to help people or animals.

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?

Travel is a true passion of mine. I would love to take a 4 to 6 week trip around Europe or South America and live in another place and culture.



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