



Council of Supply Chain
Management Professionals

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

MEET A MEMBER



Georgette Reidburn

Education:

Washington State University, Bachelor of Arts
Finance & Accounting

Company/Title:

The Northwest Seaport Alliance/ Business
Development Manager

When and why did you join CSCMP?

I joined CSCMP in 2017. I wanted to join an industry association where I could learn more about the supply chain, build a network both locally and nationally, and develop my career.

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?

Attend the local Roundtable events...attend even if you are unsure if the meeting topic applies to your current role. Often times the events that I gained the most value from were those that presented on subject matter I had very little experience with. Not only did I learn something new, but I also expanded my network.

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

A connection with the local market has been key. CSCMP provides the arena to comfortably meet and interact with local industry professionals having similar interests and share information.

How did you get into supply chain management/logistics?

I started with the Port of Tacoma after having worked for a marine general contractor. I had become familiar with maritime industry and port infrastructure. Observing various types of cargo and containers come in and out of the terminals, triggered my fascination for the global connectivity of shipping.

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

Creating and implementing business development strategies to promote the growth of international business in the #PNW gateway.

What are your top three job responsibilities?

1. Execute sales plans to retain and expand cargo business with BCO & NVOCC accounts in local PNW, Eastern WA, Georgia, Kentucky and Ohio territories.
2. Provide customer service by facilitating communication between shippers, service providers and operations teams.
3. Managing marketing efforts to external stakeholders

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

Bringing awareness to the industry on the recent formation of The Northwest Seaport Alliance, and providing clarification on the role of the port authority in the supply chain. We are managing this as a team through new branding, and developing clear and consistent messaging to use in our marketing efforts.

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

Cost, changing markets and uncertainty with international trade policy.

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

- Commitment to the brand and vision
- Courage
- Thinking outside of the box
- A sense of humor

What are you proudest of?

The Northwest Seaport Alliance executive leadership has taken an innovative approach to solving operational challenges and implementing new ideas to improve efficiencies in our ports. Exploring options for extended gate programs or options for offering rail incentives are both examples of our leaders thinking outside of the box.

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

Andy Cohen. His innovation and originality is inspiring. I think it would be interesting to tap into his creative mindset and get his perspective on media today. He has also worked with some of the most eclectic reality TV stars, and I am sure has some stories to share.

What was your childhood dream job?

Veterinarian. I have always loved 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?

More wine tasting and expanding my wine collection. Also, add more animals to the family.

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

What is the best advice you've ever received?

I once had a manager tell me - no matter what level or position you reach in your career, never stop asking questions and never quit learning.