



Council of Supply Chain  
Management Professionals

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

# MEET A MEMBER



## Leif Revere

**Education:**

Mississippi State University, Bachelors of  
Business Management

**Company/Title:**

Genesco\ Director, Distribution Systems

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

Joined May, 2019. I joined to attend and present at the EDGE conference in Anaheim.

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

Attend the EDGE conference.

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

I started in Logistics in 1994 in distribution operations. I moved into logistics engineering and then into project management. I then spent 10 years in supply chain consulting and have landed in a leadership role in supply chain over the last 3 years.

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

Supporting all systems in 4 distribution centers for a > billion dollar retail business. Drive strategic initiatives to reduce cost and make supply chain more efficient.

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

1. Supporting systems in 4 distro centers
2. Drive strategic changes
3. Manage team and vendor partners

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

Getting executive buy-in to support supply chain initiatives. I am trying to become a good change agent.

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

For me, it is consolidating legacy systems in supply chains so you can support new technologies - robotics, AI, blockchain, etc.

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

Delivery an honest product at a fair price

*What are you proudest of?*

My ability to pick up technology and deliver to customers efficiently

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

A round table with Howard Stern, Charles Barkley, and Leonardo Da Vinci. Honest, innovative, and pioneers.



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