



Council of Supply Chain  
Management Professionals

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

# MEET A MEMBER



## Ronnie Brannon

### Education:

MS in Logistics & Supply Chain, Florida Institute of Technology, MS in Management from Webster University

### Company/Title:

Palo Alto College/ Program Lead, Logistics and Supply Chain

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

I joined in 2014 with the purpose of learning more about logistics and supply chain and to hear from leaders in the industry. Also, to bring more hot topic issues to the students that I serve and am responsible for in my program.

### *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?*

Take every opportunity to attend every webinar, roundtable, and conference that you can. The information is always relevant and you never know when you may meet someone that may change your life.

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

Arthur Valdez Jr. EVP, Chief Supply Chain & Logistics Officer for Target

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

As a young 2nd lieutenant in the Army Medical Service Corp, I was assigned as the supply officer of the medial ambulance company. At the time my goal was to be a patient administration officer. It was recommend to me to attend the medical logistics course to be successful in the company. During the first class I was sitting back thinking "Is this what I want to do?" The instructors were so fired up and it got me hooked. I knew before the end of the first class that I was going to do logistics my entire life. I have never regretted that decision.

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

I job spread the knowledge of what logistics and supply chain is along with the careers opportunities and provide and educational environment for students to get the best education possible.

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

My first responsibility is to manage the overall direction of the logistics and supply chain program at the college. The second responsibility is the spreading of the awareness of logistics in the community, through presentations at elementary, middle, high schools, and community activities. My final responsibility is to demonstrate what logistics is by being active in as may places as I can manage at the college and in the community.

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

The biggest challenge is how to handle a lack of resources and continue to provide the best program possible for my students. I manage by being creative as I can be.

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

I think automation in the area of robotics, blockchain, supply chain analytics and talent acquisition will continue to influence supply chain transformation in the future.

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

Starting from scratch, I would look for individuals with passion, caring for people, an eye for detail, and a thirst for knowledge.

## *What are you proudest of?*

I am proudest of all the students that I have taught and learned from both on active duty and since retiring from the military. Also, I am proud of all those who I served with in the military and the civilian sector during my career. I am proud of all the Palo Alto College Operations Stimulus Case Study competition teams especially the 2018 team that finished fourth out of nineteen teams. Also, being recognized as the 2020 Educator of the year at Operations Stimulus Annual Case Study Competition. Lastly, I am also proud of the Logistics & Supply Chain Program at Palo Alto College in 2020 being named as one of the top online logistics program in the nations by Intelligent.com.

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

I would like to interview Tim Collins Vice President of Amazon Logistics and get a feel from him of the logistics that goes into leading their supply chain and what it takes to make it happen.

## *What was your childhood dream job?*

My childhood job was to become a doctor.

## *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 would plan to finish my series of children books.

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

What are some of the keys to having a successful career? Never let anyone outwork you. Always look to see how you can encourage someone and help in some way. Never think that you have all the answers, continue to learn and grow. Don't fear failure, because often greater success often follow it. Find a mentor to help provide you counsel as you go through your career.