



Jay Hirst

Supply Chain and Logistics Consultant

BACKGROUND SUMMARY

Jay is a seasoned supply chain and logistics advisor who guides companies through complex initiatives involving distribution network optimization, transportation strategy, and warehouse performance improvement. With five decades in transportation and logistics, he has held leadership roles in Operations, Marketing, Sales, Pricing, and Executive Management. Jay's background includes regional, national, and international expertise in rail, third-party logistics, and transcontinental motor carriers (dry goods and bulk). He has also served as an expert witness in legal cases surrounding the transportation industry and has consulted with over 50 organizations in distribution network and facility design, inventory and private fleet rationalization, transportation and warehouse negotiations, and distribution planning.

SELECT EXPERIENCE

Chief Operating Officer
Executive Vice President & General Manager
Senior Vice President
Vice President, Global Corporate Strategy
Vice President, Traffic

CORE COMPETENCIES

Operations Management
Supply Chain Management
3PL
Procurement
Supply Chain Optimization
Inventory Control
Demand Planning
Warehousing
Transportation

EXPERTISE & ACHIEVEMENTS

- **Directed and oversaw full turnaround** of a multi-division logistics (3PL) organization to profitability with revenue increases of 45.2% and margin improvements of 140%
- **Created and staffed** a sales organization for a major 3PL that was generating over \$22 million in Fortune 100 revenue within two years
- **Implemented and developed** an international subsidiary (LLP) with a focus on the Asian-North American trade; within five years, it was located in seven Asian countries with revenue over \$140 million annually and profitability exceeding 18% within three years

PROFESSIONAL HIGHLIGHTS

The Fennimore Group: As Chief Operating Officer, Jay is the firm's lead for Supply Chain Solutions, directing and executing a wide range of national and global initiatives encompassing procurement, inventory optimization, distribution strategy, logistics, transportation, and facility management. His clients include global fourth-party logistics providers, regional less-than-truckload carriers, and multinational manufacturers across the food, chemicals, retail, and automotive sectors, among others. Jay is engaged in the entire project stream, from initial client engagement and proof of concept through to value stream mapping, project development, management, and post-implementation performance assurance. His work has consistently delivered measurable financial impact, with EBITDA improvements reaching up to 40% for sustained periods.

Alliance Shippers: As Manager of Traffic, Jay reorganized and redeployed a 3PL's national sales and marketing effort, resulting in full (100%) coverage with staff performance improvements of 72%, surpassing the two-year goal of 33% within the first 18 months of reorganization. He implemented and developed an international subsidiary (LLP) with a focus on the Asian-North American trade. Within five years, it was located in seven Asian countries with revenue over \$140 million annually and profitability exceeding 18% within three years. Jay also assisted in the implementation of ISO (9002) certification in 50% of the time normally needed for a global 3PL.