

# Kurt Kravchuk

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**OBJECTIVE:** To leverage my extensive experience as a transportation and operations logistics leader driving value and developing talent in a growth oriented organization.

## HIGHLIGHTS OF QUALIFICATIONS

- Over 27 years of experience in transportation logistics leadership for both shippers and carriers.
- A highly capable executive with analytical, communication, collaboration, and strategic vision skills to negotiate carrier agreements optimizing their respective networks.
- Financial management & control including P&L management, budgeting, variance analysis & capital management
- Creation & execution of revenue generation programs contributing to organizational operating income.
- Proven record of cost effective project implementation, which optimize end-to-end & reverse supply chains.
- Talent development providing a shared vision of achieving goal driven initiatives supporting value propositions.
- Diverse transportation background for varied commodities in small, medium, and large global companies.

## PROFESSIONAL EXPERIENCE

### **Associate Vice President, Parcel Logistics**

**2000–2011**

LimitedBrands - Columbus, OH

Transportation, Shipping, and Operation Management:

- Leadership for strategic and tactical activities managing 3 direct reports responsible for designing, creating and implementing direct to customer e-commerce and retail fulfillment global transportation solutions
- Leadership of \$150 million transportation budgets spanning over 5,000 global locations utilizing parcel carrier services for e-commerce (Victoria's Secret Direct), Regional Distribution Centers, 3,500 Retail Stores and vendor partners.
- Organized functional teams (Merchandise Planning, Store Operations, Information Technology, Customer Service, and Marketing) designed to improve service and increase operating income.
- Implemented and integrated a customized Parcel Transportation Management System which provides configurable carrier selection, electronic invoice reconciliation and modeling capability resulting in \$1M-\$3M of combined annual cost reduction as well as significant leverage for future negotiations.
- Created and provided leadership for a team which demonstrated continued success in multiple carrier negotiations providing over \$50 million of expense reduction and avoidance since 2001.
- Developed & facilitated 'S&H Margin Committee' comprised of multiple Functional Leaders inclusive of the Brand COO & CFO with a mission to review, align & distort resources to improve margin associated with S&H initiatives.
- Generated incremental \$15 million of annual S&H revenues through logistics programs & activation of global demand.

Reporting, Quality Assurance, Sales, and Customer Relations:

- Developed and leveraged the relationships with Parcel Carriers (UPS, FedEx, DHL & Purolator), as well as the USPS and Canadian Post, while implementing customized services for each of LimitedBrands business units to optimize the network of carrier services.
- Optimized carrier services across the Limited Brands Supply & Demand Chain resulting in over \$10M of cost reduction
- Planned and executed several reverse logistics programs within the Direct to Consumer sector providing ease of merchandise return, as well as increasing S&H margin.
- Instituted a 'landed cost' program for merchandise shipped direct to Canadian Consumers.
- Reduced expenses by over \$9 million by creating a carrier 'claims processing' program to recover the value of merchandise lost, damaged or pilfered while in a carrier's possession.

### **Corporate Logistics Manager**

**1997–2000**

Cabela's Inc. - Sidney, Nebraska

Transportation, Planning, and Management:

- Leadership for strategic and tactical activities managing 7 direct reports
- Skillfully aligned transportation of global merchandise destined to and from Cabela's Distribution Centers, Retail facilities & Direct Consumers.
- Planned, implemented and troubleshoot all ship methods for domestic and international merchandise.
- Negotiated Global transportation service providers for rates and services reducing annual expenses by over \$1 million
- Developed and managed a \$50 million departmental budget.
- Improved quality control of goods for compliance with U.S. Customs.

## **Corporate Logistics Manager (continued)**

### **Cost saving initiatives implemented:**

- 'Item Merge/Internal Drop Ship' Program reduced small package expense by \$4 million annually.
- UPS Host Access Program by providing 'real time' tracking information; thereby, reducing call time as well as customer call backs rendering annual cost savings of \$0.5 million.
- UPS/FedEx Invoice Reconciliation Program reducing annual expense by \$0.5 million.
- 'Directed Cartonization' project procuring an annual savings of \$500,000.
- Reduction in the annualized cost of employee relocation expenses by \$0.2 million.
- Retail facility fulfillment operational changes: estimated annual savings \$150,000.

## **United Parcel Service**

**1984-1997**

Omaha, Nebraska

## **UPS National Account Manager**

**1995-1997**

Strategic account responsibility providing transportation solutions for 7 Corporations headquartered in Nebraska. Developed an established base annual business plan of \$26 million in 1995 and cultivated the business through conversion of competing transportation companies' volumes and existing base growth to a \$50 million annual business plan in 1997.

## **UPS District Customer Service Representative**

**1991-1995**

Various assignments include the following:

- Customer technology integration and training
- Strategic marketing and pricing for all UPS services
- Telemarketing management
- Customer account management

## **UPS Operations Management**

**1984-1991**

Leadership of inbound and outbound package distribution operations

Span of control: 4 Full-time exempt, 20 Part-time exempt and 300 Non-exempt associates

## **MILITARY**

## **United States Marine Corps Reserve - Honorable Discharge**

**1982-1988**

## **EDUCATION, INDUSTRY CERTIFICATIONS & PROFESSIONAL CONFERENCES**

University of Nebraska - Omaha

BSBA Management of Business

Michigan State University Executive Supply Chain Management Certificate Program

The Ohio State University Executive Management Survey of MBA Topics

Massachusetts Institute of Technology Center for Transportation and Logistics – Future freight flows

UPS National Account Management School

UPS Situational Sales Negotiations/UPS Speak Easy/UPS SPIN Selling

UPS Labor Negotiations UPS Winning Price Negotiations

## **ACTIVITIES**

Father and Mentor

Leader - Inclusion Council Community Involvement Team

Volunteer - Ronald McDonald House, Columbus Reads

Coach - Youth Athletics (Lacrosse, Baseball, Basketball)

Previous Member - St. Paul Parish Council

Board of Directors Council Member - Parcel Shippers Association

Speaker - National Conference Operations Fulfillment, National Postal Forum, Retail Industry Logistics Association