

GENE COKER

5270 Fairlane Dr. • Powell, Ohio 43065 • C: 614-956-8321 E: gcoker@columbus.rr.com

SENIOR LEVEL OPERATIONS | SUPPLY CHAIN MANAGEMENT

Award-winning operations professional with **supply chain, third-party freight and logistics management expertise** offers **proven strategic planning, service delivery and account management strengths** built upon **contract/price negotiation and business development proficiencies** demonstrated over career spanning two decades. Track record includes **servicing multi-billion dollar Fortune 500 firm**, with **accountability for P&L** of two corporate divisions with **\$100 million in payables**, and oversight of **30-state territory** with **100+ customers** and **\$500+ million in annual sales**. **Attained #1 company sales rank recognized with firm's "Top Sales Performer Award,"** directing efforts of team honored with **multiple "Carrier of the Year" awards** (Walmart, 2000 - 2001 & Ryder Logistics 2001 - 2003). **Engineered \$15 million division restructuring** - involving elimination of 15 FTE positions and facility closure - **negotiating contracts worth up to \$2 million** and **lowering client transportation spends** by as much as **\$772,000** while **maintaining 97% client retention rate**.

PROFESSIONAL EXPERIENCE

XPO (FORMERLY PACER INTERNATIONAL), Dublin, Ohio (1989 - 2016)

Fortune 500 global logistics company (NYSE: XPO), with operations in 34 countries, 89,000+ employees across 1,431 locations and \$15 billion in annual revenues.

DIRECTOR, SERVICE DELIVERY (October 2013 - November 2016)

DIRECTOR OF RAIL OPERATIONS (January 2005 - October 2013)

Accountable for \$100 million in payables, P&L of rail transit and rail escalation groups - ensuring delivery of exceptional rail and operational performance - **supported by 31 direct reports** (including three Managers), as well as for operating and capital budgets. **Oversaw service and operational performance of all shipments while in rail transit from in-gate to destination ramp**, managing and analyzing rail transit operational performance data. Completed Achieve global sales executive training program, engaging in variety of personnel and budget management activities.

- **Honored with "top sales performer" award for generating \$1.6 million in total sales revenue while maintaining 97% customer retention rate, saving \$15 million**, through elimination of 15 FTE positions and closure of key facility.
- **Reduced SMG transportation spend by \$772,000 - by converting original shipment modality from truck to rail** - after initially working with Scotts Miracle Gro to coordinate transportation of mulch product to Home Depot Stores throughout Ohio and Illinois.
- Consistently guided team to deliver top service to clientele, **earning Walmart's "Carrier of the Year Award" (2000, 2001), earning Ryder Logistics' "Carrier of the Year Award" (2001 - 2003)** and receiving ISO 9002 certification.
- **Boosted productivity and customer communication in real time by 37%, by implementing new Freight Optimizer system in intermodal business division.** Yielded dramatic improvement in email routing and resolution of scenarios involving customers in freight distress.
- **Cut B-Way Corporation's transportation spend by 13%**, by working on site and serving as primary resource responsible for routing freight and assigning carriers from route guide.
- **Ensured that tier one railroad companies and customers maintained 95% contracted service level agreement**, by leading weekly calls with company representatives which improved XPO service standards and company client satisfaction levels.
- **Mobilized and opened cross-border office in Laredo, Texas**, hiring General Manager to oversee operation, and recruiting and onboarding five bi-lingual personnel.

CORE COMPETENCIES:

Administration & Operations

Supply Chain Management

Third-Party Freight Management

Logistics Management

Strategic Planning

Major Account/National Sales

P&L Responsibility

Account Management

Systems Implementation

Business Development

Client Management

Vendor Negotiations

Project Management

Program Development

Productivity Improvement

ISO 9002 Operations

Recruiting/Staffing

Management

Training & Development

Inventory Management

Performance Evaluations

Data Management

Customer Service

Policy / Procedure Development

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- **In 2009 and 2010, oversaw 630 containers at multi-state yard at facilities owned by Conglobal in Portland, Seattle, LA, & Atlanta.** Monitored and resolved damage control and approved repairs. Managed financial transactions relevant to repairs and storage.
- **Increased corporate cash flow – significantly shortening payment collection lifecycle while improving billing timeliness by 97%** – by transferring customer billing of 34 locations from field-based function to one performed by corporate office, following corporate acquisition of Bridge Terminal Transport (BTT).
- **Headed numerous special projects.** Included successfully integrating 34 multiple company drayage locations into supply chain in record time. Recruited and trained entire optimization group, writing job descriptions, on-boarding and mentoring staff and conducting performance evaluations. Transferred master data to new master data center, coordinating all logistical transactions, carriers and customers.
- **Streamlined and automated system tracking functions,** after analyzing system with team and making recommendations to executive management team for system improvements.
- **Maximized percentage of shipments delivered in accordance with rail transit standards,** monitoring status of all rail transit shipments – in order to minimize transit time and variability – and ensuring that all issues were resolved in timely manner.
- **Involved in large number of process and workflow improvement initiatives.** Encompassed enhancing productivity of rail solutions/rail escalation staff, partnering with Stacktrain Linehaul Operations to determine how tracking and tracing functions could be performed more efficiently, and working with Data Integrity Specialist to address data issues and missing data records and
- **Obtained competitive service schedules from company rail partners and moderated any discrepancies between railroads interline service plans.** Significantly revised and improved operation, by identifying chronic problem areas and working with linehaul operations and transportation purchasing departments to motivate rail carriers to implement solutions resulting in actual improvements in delivered services.
- **Calculated and generated projections estimating likely service expectations from rail carriers over upcoming two quarters.** Introduced new training, processes and system improvements in order to streamline and automate tracking and tracing functions.
- **Managed data Integrity team responsible for monitoring EDI/ CLM car location management record sent by each railroad daily.** Additionally, oversaw team which maintained master data of rail schedules and service plans, in order to keep up to date frequently-occurring changes.
- **On monthly basis, devised and generated executive Monthly Operating Report (MOR),** which summarized railroad service interruptions and maintenance of way projects, highlighting each railroad On-Time Percentage (OTP).
- In response to distressed customer shipments or cases in which customer required special handling options, **provided and executed cost-effective and feasible solutions to clientele.**
- **Led or coordinated numerous annual special projects.** Involved collaborating with IT and HR departments to implement new hire training process and planning and organizing annual marketing strategy, which including participating in SAP and other trade shows.

SALES EXECUTIVE (2004 – 2005)

Hired for new role due to exceptional customer feedback documenting superior service, **performed market research to identify selling opportunities and assessed prospective client needs, converting contacts into clients** through cold calling, networking and social media channels. Met with prospects to gain comprehensive understanding of needs, **preparing and giving presentations highlighting company products and services, and negotiating and closing deals** after addressing client objections and concerns. **Documented sales metrics by reviewing accomplishments and generating reports which illustrated sales and financial data,** serving as Mentor/Instructor to new Sales Representatives – by helping onboard and educate individuals on best practices.

- **Secured new contract with major insulation company for \$2 million** – covering cross-border agreement with Mexico – **cutting contract costs by 15%** by converting shipping mode from truck to rail.
- **Managed large territory – spanning 30 states – for regional trucking company with total annual sales of \$500+ million.** Consistently sought to identify product improvements or new products by keeping on top of industry trends, market activities and competitor performance.

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- **Served book of business consisting of client portfolio with 100+ customers – several of which generated more than \$1 million in company revenues annually.** Leveraged technical business tools to develop accurate costing and profit models for existing and potential clients, routinely monitoring risk/benefit factors to maximize each account's potential.
- **Supported clientele, by researching and recommending new opportunities as well as profit and service improvements,** participating in numerous company tradeshow, exhibitions and conferences.
- **Assumed old account from previous employee** – involving scenario where firm owed XPO \$100,000 and dispute existed regarding delivery of services – meeting with existing customer to supply documentation of what services were rendered and when, **successfully resolving situation.**

EARLY CAREER HISTORY

Director of Rail/Ocean Operations (2000 – 2004)
Sales Operations Manager (1995 – 2000)
Team Leader (1990 – 1995)

HONORS & AWARDS

“Top Sales Performer Award” (2009)
“Winners Circle Award” for Top Sales Performance (2009)
“Carrier of the Year Award,” Ryder Logistics (2001 – 2003)
“Carrier of the Year Award,” Walmart (2000, 2001)

EDUCATION

Associates Degree in Business Management
Greenville Technical College