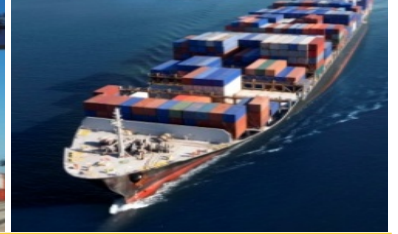


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INNOVATION IN SUPPLY CHAIN IT

Moderator:

Lee A. Clair, Managing Partner - Transportation and Logistics Advisors, LLC

February 15, 2017

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INNOVATION IN SUPPLY CHAIN IT

Panelists:

Bennett Adelson, CEO - MacroPoint

Matt Bernstein, CEO - HubTran

Paris Cole, CEO - Truckstop.com

Bob Malley, CEO - Pierbridge, Inc.

Monica Wooden, CEO and Co-Founder - MercuryGate



INNOVATION IN SUPPLY CHAIN IT

- Will the value be created by “what technology does,” or by “how it connects”?
- Is the future automating processes, or enabling new processes?
- Can the 3PL/broker back-office be automated to make transactions execute without human intervention?
- How can we use non-supply chain technology - Artificial Intelligence, “Internet of Things,” Video Games?
- What will be the impact on the non-trucking market segments that are being left out of the packaged software solutions?
 - Rail carload and unit train, barge, other niches
 - Will they get included?
 - Will they lose share and get marginalized no matter the transport economics?