

# American Chain Spotlight

June 2026



## WELCOME JUNE!

Welcome June,

Chris Kane will be attending the Summer Fancy Food Show in New York City at the end of June, where industry leaders will gather to explore the latest trends, products, and innovations shaping the food and beverage supply chain.

In addition, we are excited to share two outstanding resumes with the Xchange Board this month. One of the many strengths of the ACWI community is its willingness to support fellow industry professionals. We encourage members to review these candidates and consider whether there may be opportunities within your organizations or networks.

We are also pleased to welcome Jose Larenas to the ACWI team as our new Strategy & Operations Lead. Jose recently earned his MBA from Penn State University and brings strong expertise in artificial intelligence and business strategy. His experience will help drive ACWI's sales and marketing efficiency initiatives while supporting growth opportunities both domestically and internationally.



# MEMBER SPOTLIGHT

*“For over 45 years Commercial Warehouse & Cartage, Inc. (d/b/a CWC Logistics) has provided proven results. We have served, and continue to serve, an endless number of clients with our 3rd Party Logistics (3PL), Warehousing, Distribution, and Value-Added solutions. We are also proud to say that we are three generations strong of being family owned and operated!*

*Technology has grown and fads have come and gone; since 1971 we have been involved first-hand in how our industry has evolved. Throughout the two million square feet we operate, CWC has built solutions specific to our clients’ needs and requirements, because we realize that “3PL” has its own meaning to you. We are pleased to collaborate with our clients to understand their specific goals (whether short-term or long-term), and in doing so we proactively monitor and manage our facilities. This results in a superior customer service experience!*

*Through it all CWC Logistics has been tried and true to what we were founded on: delivering proven results through the hard work and integrity of our team, leveraging technology, and delivering on our word. We have built upon the philosophy of our founders by remaining lean, watching our overhead, and rewarding innovative and outstanding performance. We invite you to be part of our family and experience the CWC Logistics difference. You can have confidence and comfort that that each one of our facilities reflects our long-standing desire to exceed your expectations.”*

– Jason Parrish  
VP of Operations & Sales



Fort Wayne, Indiana

**3402 Meyer Road  
Ft Wayne, IN 46803**

350,000 Square Feet  
35 Dock Doors

[MORE INFO](#)

Fort Wayne, Indiana

**6916 Nelson Road  
Fort Wayne, IN 46803**

90,000 Square Feet  
5 Dock Doors

[MORE INFO](#)

Fort Wayne, Indiana

**2701 South Coliseum Boulevard  
Ft Wayne, IN 46803**

80,750 Square Feet  
8 Dock Doors  
7 Rail Doors

## MANUFACTURING RENAISSANCE

According to supply chain expert Jim Tompkins, “reindustrialization” is the wrong word for what’s happening in U.S. manufacturing. The industry isn’t returning to the past—it’s evolving into something entirely new.

Driven by automation, robotics, artificial intelligence, and digital technologies, this next era of manufacturing will focus on productivity, innovation, and resilience rather than simply bringing back traditional factory jobs.

Source: <https://tompkinsventures.com/reindustrialization-of-u-s-manufacturing-wrong-word/>



# IWLA-PENN STATE 3PL WAREHOUSE IMPACT STUDY

IWLA has partnered with the Penn State Smeal College of Business Center for Supply Chain Research to launch a comprehensive study examining the economic and operational impact of the 3PL warehouse industry across North America.

The research will help quantify the industry's contributions to supply chains, employment, and economic growth while providing valuable benchmarking data for members. Results will support IWLA's advocacy efforts and help demonstrate the critical role 3PL warehouses play at both the state and national levels.

IWLA members are encouraged to participate and ensure the industry's voice is accurately represented.

[https://smeal.qualtrics.com/jfe/form/SV\\_2aFnTDTi5RqnCuO](https://smeal.qualtrics.com/jfe/form/SV_2aFnTDTi5RqnCuO)

## FROM SIBLINGS TO COUSINS: THE NEXT FAMILY BUSINESS CHALLENGERS THE GROCERY DOLLAR

One of the most critical transitions in a family business occurs when ownership shifts from siblings to cousins. As families grow across generations, governance, communication, and decision-making become more complex, making it essential to establish clear structures and a shared vision for the future.

Successful family enterprises engage the next generation early, define ownership expectations, and create governance processes that balance family relationships with business objectives. Families that proactively plan for this transition are better positioned to achieve long-term continuity and preserve their legacy for future generations.

<https://www.thefbcg.com/resource/the-siblings-to-cousins-transition-preparing-your-family-enterprise-for-multi-generational-continuity/>

## \$1 MILLION LEGO HEIST RECOVERY

Authorities recently recovered approximately \$1 million worth of stolen LEGO products, preventing a large-scale cargo theft operation from reaching the black market. The case highlights the growing sophistication of cargo theft and the importance of supply chain visibility, law enforcement coordination, and theft-prevention strategies.

As cargo theft continues to rise across North America, shippers, carriers, and warehouse operators are increasingly investing in security measures to protect high-value goods from organized theft networks.

<https://www.freightwaves.com/news/stolen-freight-recovered-1m-lego-heist-stopped-in-tracks>



## 3PL MARKETING EFFICIENCY GAP WIDENS



New benchmarking data shows a growing divide in how effectively 3PLs are turning marketing investments into sales opportunities. While a small group of companies continues to generate strong pipeline growth, many others are seeing significantly lower returns from similar spending levels. The findings suggest that success is increasingly tied to strategy, execution, and consistent market positioning rather than simply increasing marketing budgets. As competition intensifies, efficient marketing is becoming a key differentiator for logistics providers.

<https://www.freightwaves.com/news/3pl-marketing-spend-efficiency-diverged-dramatically-in-q4-leadcoverage>

## SUPPLY CHAIN PRESSURES SPIKE

Global supply chain pressures surged to their highest level since late 2022 as disruptions linked to the Iran conflict triggered inventory stockpiling, product shortages, and rising transportation costs. Manufacturers around the world increased purchasing activity and built safety stock at the fastest pace in three years to protect against further supply disruptions and price increases.

The result has been higher logistics costs, tighter supply availability, and growing pressure on inventory and procurement strategies across multiple industries.

<https://www.thescxchange.com/finance-strategy/supply-chain-pressures-spike-on-iran-war-disruptions>

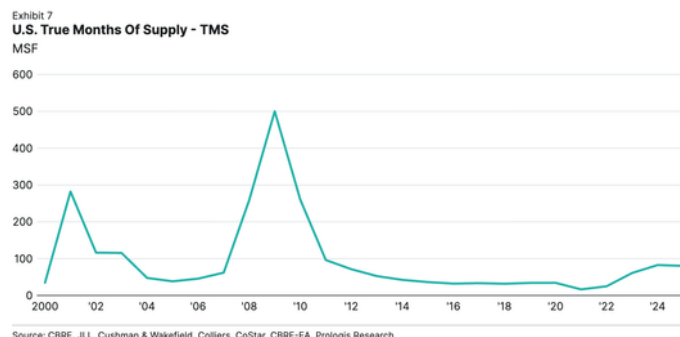


## DEMAND SIGNALS POINT TO RECOVERY

Industrial real estate demand is showing signs of improvement as companies continue to expand inventory strategies and invest in supply chain resilience. According to Prologis research, stronger leasing activity, improving customer sentiment, and ongoing demand for modern warehouse space suggest the market is gradually moving toward recovery.

While economic uncertainty remains, businesses are increasingly prioritizing supply chain flexibility and strategically located distribution facilities, supporting long-term demand for logistics real estate.

<https://www.prologis.com/insights-news/research/growing-demand-points-market-recovery>



## INTRALOGISTICS TAKES CENTER STAGE



According to Tompkins Ventures, the true performance of a supply chain is often determined inside the four walls of the warehouse. Intralogistics—the movement, storage, and flow of materials within a facility—has become a critical factor in operational success.

As companies invest in automation, robotics, and warehouse optimization, efficient internal processes are increasingly driving productivity, customer service, and overall supply chain performance. Simply put, even the best transportation and inventory strategies can fall short if warehouse operations are not running effectively.

<https://tompkinsventures.com/intralogistics-is-where-your-supply-chain-performs-or-not/>

## AUTOMATION AS A COMPETITIVE ADVANTAGE

Procter & Gamble is testing fully automated warehouse and production operations as part of its Supply Chain 3.0 initiative, with plans for company-wide implementation by 2030. Early results point to significant gains in storage capacity, throughput, and productivity, along with a long-term goal of reducing costs by up to \$1.5 billion.

The initiative reflects a broader industry trend, as leading manufacturers increasingly view automation, AI, and robotics not as cost-saving tools, but as strategic investments that can drive growth, efficiency, and competitive advantage.

Source: Hemant Agarwal, LinkedIn - P&G Supply Chain 3.0 Initiative



# X-CHANGE BOARD

We're excited to share two outstanding resumes with the Xchange Board this month. Both candidates bring strong industry experience and are actively exploring new opportunities. We encourage members to review their backgrounds and reach out if there may be a fit within your organization.

## Skylar McQuarn

Recent Florida State University graduate specializing in strategic communications, digital marketing, and editorial storytelling. Skilled in developing campaign messaging, producing high-impact content, and executing cross-platform strategies that drive engagement and brand growth.

(561) 222-8467    skylarmcquarn@icloud.com    Jupiter, FL

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### EDUCATION

**Bachelor of Arts in Media Communication Studies**  
**Bachelor of Arts in Editing, Writing and Media**  
*Florida State University*  
AUGUST 2023 - MAY 2026

**Relevant Coursework**  
Writing and Editing in Print and Online, Strategic Management and Business Policy, Advanced Editing and Writing, Intro to Public Relations, & Writing to Persuade

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### SKILLS

- Campaign development
- Social media strategy
- Audience segmentation
- Email marketing
- Content creation
- B2B branding
- Influencer & UGC campaigns
- SEO / SEM
- Copywriting
- Content planning
- Data analysis & reporting

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### TOOLS

- Adobe Creative Cloud
- Canva
- Google Analytics 4
- Meta Business Suite
- Microsoft Office
- Salesforce CRM
- Adobe Workfront
- Sprout
- Tableau
- Mailchimp
- Google Search Console
- CapCut

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### LANGUAGES

English (Native)

Spanish (Fluent)

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### EXPERIENCE

**Editorial & Digital Media Associate**  
*Edmonds Entertainment | Remote*  
MAY 2023 - PRESENT

- Develop content strategies and promotional messaging for film and streaming projects, increasing social engagement by 40%
- Produce campaign assets, driving 12,000+ impressions per campaign
- Collaborate with writers and producers to create copy, improving CTR by 15%
- Streamline content workflows and archival systems, reducing production time by 20%
- Conduct market research and audience analysis to inform campaign strategy

**Founder**  
*Juno Jewels | Jupiter, FL*  
NOVEMBER 2025 - PRESENT

- Built a jewelry brand through social media marketing
- Produce high-performing visual and video content
- Designed and launched an e-commerce website, optimizing UX and product presentation
- Plan and execute pop-up events, increasing brand visibility and in-person sales

**Editorial & Public Affairs Staff Member**  
*DeVoe L. Moore Institute | Florida State University*  
AUGUST 2025 - JANUARY 2026

- Developed messaging and content reaching 15,000+ stakeholders across email and social media platforms
- Co-authored press release for Florida Open Gov platform redesign, increasing engagement by 25%
- Designed and edited digital assets across 10+ channels to support campaign initiatives
- Managed editorial workflows for Florida Housing Data Project, serving 2,500+ policymakers and educators

**Media Specialist**  
*AlrightNow | Remote*  
FEBRUARY 2022 - DECEMBER 2024

- Managed social media accounts and content calendars across platforms, increasing followers by 18%
- Analyzed performance metrics using Meta Business Suite and Google Analytics, increasing engagement by 22%
- Conducted trend research to inform strategy, expanding audience reach by 30%
- Produced content aligned with emerging wellness trends

continued below

# X-CHANGE BOARD

## ROBERT KIRK

Location: Nashville, TN | [Robertskirk86@gmail.com](mailto:Robertskirk86@gmail.com) | 901-483-1847

### Supply Chain: Logistics & Distribution Strategy Leader

Strategic supply chain leader with proven track record delivering results across fulfillment design, pricing architecture, and global cargo network optimization within complex 3PL environments. Proven success building scalable, multi-client and reverse logistics programs that align operational execution with enterprise goals. Trusted by cross-functional teams and executive stakeholders to deliver commercially sound, customer-centric strategies across tech, retail, and healthcare.

### CAREER HIGHLIGHTS

- Recognized 2x for FedEx Corp. Bravo Zulu **Revenue Generation Awards**
- Contributed to **\$50M+** in **new revenue** via transportation, fulfillment, and reverse logistics initiatives.
- Established new airfreight trade-lanes, generating **incremental revenue**.
- Completed the **FedEx Emerging Leaders Program**: a competitive initiative for leadership development
- Improved vendor strategy, saving **\$300K** through route and process optimization.
- Reduced FedEx contract renewal lead time by **62%**, from **8 weeks to 3 weeks**

### AREAS OF EXPERTISE

#### Supply Chain Strategy & Logistics

Imports & Exports · Air & Ocean Bulk Freight · Trade-Lane Optimization · Carrier Negotiation · International Trade (Air/Ocean) · Fulfillment & Reverse Logistics · Multi-Client Program Development · Domestic Transport (LTL/FTL) · Routing Optimization · Facility Design · Labor Forecasting · Inventory Risk Mitigation

#### Pricing & Financial Modeling

Rate Modeling · Pricing Strategy · Cost Modeling · Financial Forecasting · RFO/RFP Development · Contract Negotiation · Volume Analytics · Pro Forma Creation · SOW Development

#### Leadership & Engagement

Executive Presentations · Cross-Functional Collaboration · Customer-Centric Innovation · Consultative Sales · Vendor Strategy · Sector Expertise: Retail · Tech · Healthcare · Consumer Goods

#### Technology & Tools

Excel (Advanced) · Power BI · Tableau · SQL · ChatGPT · Microsoft Copilot · Grok · SAP · AutoCAD

### PROFESSIONAL EXPERIENCE

#### Insight Global | Nashville | Contractor

##### Ryder Logistics, Warehouse Solutions Design (IT Hardware Estimation) | February 2026 – May 2026

- Led WMS solution architecture, system integrations, and data flow design for enterprise logistics environments.
- Supported pre-sales solutioning through RFI responses, technical documentation, and architectural design visualizations.
- Managed multiple solution pursuits, balancing deliverables, cost estimates, and stakeholder alignment.

#### Source Logistics | Nashville | Full-Time

##### Project Manager Implementation | November 2025 – January 2026

- Managed planning and execution of 1-2 WMS integration projects across sites, ensuring timelines, budgets, and scope compliance.
- Coordinated cross-functional teams (operations, IT, training, vendors) to align deliverables and resolve issues.
- Conducted site readiness assessments and implemented corrective actions to mitigate risks.
- Provided structured reporting through daily task updates, weekly executive summaries, and monthly dashboards.

#### FedEx Logistics | Memphis, TN | Full-Time

##### Global Operations Specialist & Pricing Analyst | Feb 2013 – Feb 2017

- Contributed to 3<sup>rd</sup> shift international shipment track & trace, planning and execution, including freight consolidation across U.S. and European networks
- Oversaw 3<sup>rd</sup> shift vendor audits and KPI compliance for global air and ocean freight operations
- Led pricing strategy and contract management of global ocean portfolio: RFOs and cost modeling
- Reduced carrier rate contract renewal lead time by 62%, improving turnaround from 8 weeks to 3 weeks
- Designed centralized pricing tools and shipment tracking systems adopted across FedEx departments
- Served as ocean freight SME for U.S. import/export activity, supporting carrier contracts, RFPs, Spot quotes

### EDUCATION & EXECUTIVE TRAINING

Master of Science, *Global Supply Chain Management* | **Indiana University** | Kelley School of Business  
Bachelor of Science, *Political Science* | **Murray State University** | Murray, KY

#### Pending Completion: Summer 2026

Certificate, *Business & Financial Modeling* | Wharton Online  
Certificate, *Financial Markets* | Yale School of Management  
Certificate, *Credential of Readiness (CORe)* | Harvard Business School Online

### LEADERSHIP & BOARD INVOLVEMENT

#### Boy Scouts of America | Chickasaw Council | Eagle Scout

##### Executive Board Member & District Finance Chair | Feb 2022 – Present

- Lead financial planning and strategy for a council supporting 7,000+ youth across 17 counties in Arkansas, Tennessee, and Mississippi
- Former roles include Eastern District Vice Chair (2023) and Finance Chair (2022)

#### Rotary Club International | West TN Chapter | Nov 2024 – Present

##### Member

#### Indiana Alumni Association | Nashville, TN Chapter | Aug 2025 – Present

##### Board Member: Relationship Chair

#### KMV Business Consulting | Nashville | Self-Employed |

##### Principal Consultant | May 2025 – October 2025

- Led the launch of a supply chain consulting venture.
- Developed a business plan and service offerings focused on process improvement, financial analytics, and network optimization.
- Built partnerships with industry experts and coordinated legal and engineering resources for contract review and AutoCAD design.
- Led business planning, service development, and partnership-building for an independent consulting venture.

#### DP World | Nashville, TN | Full-Time |

##### Senior Supply Chain Engineer – Multi-Client Fulfillment | May 2024 – May 2025

- Developed a scalable multi-client fulfillment program, implemented at 3 sites with standardized pricing, services, and onboarding protocols
- Built an Excel-based labor model to support dynamic business cases and improve financial visibility
- Designed facility layouts and infrastructure plans tailored to client requirements and operational constraints
- Created MSAs, SOWs, and pro-forma templates to streamline onboarding and pricing validation
- Coordinated site readiness reviews and facilitated stakeholder consultations to align execution with strategic goals
- Supported pricing strategy and RFP modeling to reinforce program profitability and scalability

#### FedEx Supply Chain | Memphis, TN | Full-Time |

##### Supply Chain Project Manager – Operations, Sales & Pricing | Apr 2019 – Apr 2024

- Led cross-functional solution design and pricing strategy for new business and renewals, generating revenue across fulfillment and reverse logistics programs.
- Designed scalable, customer-centric fulfillment models for tech, healthcare, and retail sectors, aligning operational workflows with client needs and market trends.
- Developed labor forecasting and infrastructure plans using Excel-based models to optimize staffing, space utilization, and capital investments.
- Delivered pricing agreements, WMS implementation plans, and executive-level presentations to internal and external stakeholders.
- Built and maintained Excel-driven cost models in collaboration with Procurement, Finance, and Operations to improve profitability and support strategic bids.
- Conducted financial and operational analyses using Excel and internal data tools to inform solution design and drive long-term growth.

#### Hellmann Worldwide Logistics | Columbus, OH | Full-Time |

##### Strategic Accounts Manager | Jan 2018 – Apr 2019

- Managed airfreight accounts, generating revenue via trade-lane expansion and client partnerships
- Led SOP development, KPI tracking, and corrective actions to improve operational performance and compliance
- Delivered quarterly business reviews and customer presentations, translating trends into actionable insights
- Oversaw onboarding, system setup, and reporting accuracy across Hellmann platforms
- Ensured timely costing, invoicing, and financial controls to reduce WIP and bad debt exposure

#### DHL Supply Chain | Akron, OH | Full-Time |

##### International Transportation Supervisor & Account Manager | Feb 2017 – Nov 2017

- Managed regional logistics across first, middle, final mile, and customs clearance
- Led three analysts handling international air and ocean freight across U.S., Europe, and LATAM
- Delivered annual savings through vendor and route optimization
- Implemented emergency inventory risk strategy for key accounts
- Oversaw PO maintenance, delivery note creation, and weekly customer/vendor briefings