

# SCOTT ORBIN

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## SUPPLY CHAIN / LOGISTICS MANAGEMENT

Strategic transportation leader with deep expertise in CPG food manufacturing and multi-channel distribution. Proven track record managing complex portfolios across ocean, intermodal, air, truckload, LTL, private fleet, rail and parcel modes. Collaborates with business and supply chain stakeholders to drive balanced performance across service, inventory and cost.

### PROFESSIONAL EXPERIENCE

**CAMPBELLS SOUP COMPANY**, Camden, NJ

**2021 to Present**

**Director of Transportation** Lead end-to-end transportation strategy and operations for all finished and non-finished goods, directing a high-performing function across inbound, interplant and outbound networks. Accountable for delivering breakthrough cost savings and elevating customer service performance through strategic carrier partnerships and optimized network execution.

- Spearheaded the transportation integration strategy of \$2.7B corporate acquisition, incorporating a new supply chain network into established enterprise processes to capture immediate operational synergies.
- Orchestrated a large-scale transition of transportation operations, successfully insourcing functions from a third-party managed service provider to establish a high-performing internal department.
- Directed enterprise-wide, multi-modal RFP initiatives across all transportation sectors while simultaneously leading the evaluation and selection of TMS platforms, visibility tools and other critical logistics technologies as well as managed service providers.
- Established a robust KPI framework to provide visibility into cost and on-time metrics, driving data led continuous improvement across the network.
- Architect and execute the transportation strategy plan, covering mode optimization, carrier sourcing and cost initiatives across the transportation network.
- Formalized a Supplier Relationship Management (SRM) framework to standardize performance expectations and increase accountability across the carrier base.
- Own delivery of core KPIs including cost per case, on-time performance, fill rate, routing guide compliance, CPU recovery and cost-to-serve metrics.

**KEHE DISTRIBUTORS**, Naperville, IL

**2018 to 2021**

**Sr. Director Inbound Logistics** Led the national inbound transportation function for a \$6B fresh and natural food distributor, overseeing procurement, operations and financial performance. Accountable for a team of 45 professionals supporting 14 distribution centers and six cross-docks. Focus on achieving budgeted transportation goals while maintaining high service levels for vendors and customers.

- Responsible for +\$100MM annual commercial carrier budget, providing carrier capacity for \$2.5B of purchase orders having inbound freight managed by KeHE transportation.
- Delivered \$3MM in annual savings by leading competitive truckload and LTL RFPs while simultaneously optimizing the carrier base.
- Designed and implemented a dedicated reefer cross-dock network, specifically engineered to enhance cold-chain efficiency, reduce transit times, and ensure product integrity.
- Created KPIs to measure and track department performance which were tracked through daily routines and rituals. Optimized processes which resulted in service improvement by 20%.
- Optimized the inbound freight network to utilize private fleet backhauls, significantly reducing empty miles and lowering secondary freight expenditures.
- Procured and implemented a new Transportation Management System (TMS), replacing legacy platforms to modernize the technology stack and streamline operations.

- Identified, designed and implemented transportation solutions to support supply chain initiatives (supplier direct to customer programs, LTL consolidation programs and cross-dock optimization, receiving prioritization).

**THE KRAFT HEINZ COMPANY, Chicago, IL**

**2016 to 2017**

**Group Lead (Director), Transportation Procurement** for domestic US transportation network supporting inbound raw materials and finished goods movements between suppliers, plants, external manufacturers, buffer warehouses, distribution centers and customer locations for \$24B global food and beverage company.

Recruited to set strategic direction and planned, directed and controlled the purchase of domestic transportation services across \$1B budget. Led entire bid process from strategy development to final award. Strategically developed the processes and negotiated/executed the necessary contracts to affect the most cost effective and timely flow of product from vendors to the distribution center and on to customers.

- Delivered \$22MM in savings through annual truckload and intermodal RFP while also optimizing the carrier base and mode mix. Implemented awards while maintaining KPI standards for service or capacity.
- Implemented LTL RFP which was completed prior to arrival that resulted in a complete turnover of the dry carrier network.
- Negotiated rail rates with Class I railroads for use with 250 car private frozen railcar fleet and railroad owned equipment.
- Performed strategic assessment of \$90MM CPU business through analysis of customer pickup costs, load and lane optimization. Implemented \$8MM savings initiative through updating of CPU policy and identifying customer consolidation opportunities.
- Developed cost-reduction initiative that will result in over \$1MM in LTL savings annually through mode optimization, shipment consolidation and multi-stop utilization.

**GROUPON, Chicago, IL**

**2015 to 2016**

**Transportation & Logistics Manager** for Groupon Goods e-commerce business with \$1.7B in annual sales serviced out of five company-owned and third-party fulfillment centers. Managed the transportation related operations for +\$100MM small package spend as well as all inbound truckload and LTL.

- Oversaw day-to-day operations for inbound and outbound transportation logistics network-wide, including company's facilities, 3PL partners, and drop-ship vendors.
- Managed operational transition of exclusive parcel provider during peak fourth quarter with no negative impact to customer service level.
- Worked closely with teams across supply chain functions (vendor management, warehouse operations, inventory management) to ensure product flows through the network with minimal impact to customer cycle time.
- Worked directly with vendors and carriers to troubleshoot issues and identify improvement opportunities.
- Created a direct import program which provided sourcing alternatives for the merchants and allowed visibility of the entire supply chain from Asia. Resulted in +10% improvement in total landed cost.
- Managed a team of transportation specialists to effectively diagnose and resolve transportation issues.

**TRUE VALUE COMPANY, Chicago, IL**

**2004 to 2015**

**Transportation Manager** (2006-2015) Manage the business relationship with commercial transportation carriers (air, small package, LTL, truckload and intermodal) servicing inventory flows to and from vendors, regional distribution centers and stores. Provide sufficient economical carrier capacity for timely coverage of inbound purchase orders to fulfill store inventory replenishment needs. Manage analysts responsible for defining True Value control of inbound freight and establishing & implementing freight pick-up allowances.

**Supply Chain Manager** (2006) Served as the primary liaison between Logistics and internal and external project teams to establish strategy for assigned projects. Facilitated, managed, scheduled, coordinated, designed and tracked status of assigned projects.

**Transportation Analyst** (2004-2006) Worked with Merchandising, Logistics, DC's, transportation service providers, carriers and vendors to ensure timely, cost-effective transportation of inbound vendor shipments. Also monitored and reported carrier performance.

**LTD COMMODITIES, Bannockburn, IL Procurement & Import Transportation Coordinator**

**2002 to 2004**

**LINX LOGISTICS, Elk Grove Village, IL, Principal**

**1999 to 2002**

## EDUCATION

MBA, Olivet Nazarene University, Bourbonnais, IL, 2007  
B.S., Business Administration, University of Missouri, Columbia, MO, 1997

## SPEAKING ENGAGEMENTS

CSCMP EDGE, Council of Supply Chain Management Professionals  
JOC Inland Distribution, Journal of Commerce  
DATCON, DAT  
FTR Conference

## SKILLS

- Logistics Management
- Consolidation Networks
- Logistics Analysis
- Dedicated and Private Fleet
- Cost Management
- Contract Negotiations
- Network Optimization
- Zero-Based Budgeting (ZBB)
- Transportation Strategy and Management
- Procurement, Sourcing, Negotiations and Bidding
- Project Management
- Third-Party Logistics Operations Management
- Outsourcing Managed Services and Third-Party Logistics
- Logistics and Supply Chain Management Procurement
- Supplier Performance Metrics and Improvements
- Management By Objectives (MBO)