

***KARL B. MANRODT, Ph.D.***

Georgia Southern University  
College of Business  
Department Management, Marketing and Logistics  
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***EDUCATION***

*Ph.D. Logistics and Transportation*

University of Tennessee, Knoxville  
Field of Specialization: Logistics and Transportation  
Supporting Field: Strategic Management  
Graduation Date: December, 1993

*Master of Science*

Wright State University, Dayton Ohio  
Field of Specialization: Logistics  
Graduation Date: December, 1989

*Bachelor of Arts*

Wartburg College, Waverly Iowa  
Field of Specialization: Philosophy and Psychology  
Graduation Date: May, 1979

***ACADEMIC AND RESEARCH EXPERIENCE***

*Research Assignments*

*Associate Professor of Logistics, Department of Management, Marketing and Logistics – August 2004 – July 2010.*

*Assistant Professor of Logistics, Department of Information Systems and Logistics - August 2000 – July 2004. Responsible for revising operations course that is built around an Access database transportation analysis. Taught introductory course in logistics, as well as a marketing research class.*

*Co – Director, Southern Center for Logistics and Intermodal Transportation, Georgia Southern University, June 2001 – present. Responsible for managing center supporting and conducting research in logistics.*

- Personally responsible for generating in excess of \$3,000,000 in donations / grants for the Center.
- A few examples include:

i2 Technologies and Chainalytics– Donation of supply chain software and training, currently in progress. Multi-million dollar donation.

Bacou – Dalloz, Inc. – Grant to support research and recruiting activities, Fall 2002, \$8,500.

Cap Gemini Ernst & Young – Grant to support personal research activities, Fall 2000 – present, \$25,000.

TransDecisions, Inc. – Grant to support personal research and recruiting activities, Fall 2000, \$5,000.

- Served as Assistant Director, August 2000 – May 2001.

*Assistant Professor and Executive Director, Office of Corporate Partnerships, Department of Marketing, Logistics and Transportation, University of Tennessee, August 1993 – July 2000.* First Director of departmental effort to develop strategic partnerships with business and industry for the purposes of sharing research expertise, enhancing student learning experiences and increasing the level of external funding support. Responsible for:

- Directing the operational and technical support of ongoing academic research and business assistance projects, and assisting faculty in initiating research proposals.
- Generated in excess of \$3.1 million in donations, grants or contracts to the Department.
- Fully funded over forty MBA students as graduate research assistants, and provided additional funding an thirty five other graduate and Ph.D. students.
- Establishing organizational protocols and procedures, and managing research accounts of the new organization.
- Serving as liaison for recruiters and undergraduate students in the Department seeking internships, co-ops, and full time employment (January 1997 – July 2000).
- Corporate partners included such firms as: Council of Logistics Management, Ernst & Young, LLP, FedEx, Frito-Lay, Proctor & Gamble, Lockheed Martin, CSC, HighwayMaster, Overnite, United Cities Gas, The Hub Group of Tennessee, Optum, KPMG Peat Marwick LLP and Andersen Consulting.
- Writing or co-authoring over 120 proposals, and personally directing over 80 research projects in the areas of market opportunity analysis, customer value studies, customer satisfaction, and industry trend analysis.
- Wrote or co-authored over 70 technical reports.
- A few examples of this research include:

Manrodt, Karl B., James Foggin and Amy Cathey. “Customer Value Analysis in Two Market Segments,” FedEx Corporation, June, 1999.

Manrodt, Karl B., and Mary Collins Holcomb. Annual survey of trends of major shippers, published yearly in *Logistics Management*, 1992 – present. Funding for the past three years has been provided by Ernst & Young LLP. Findings of the study are presented at the annual CLM Conference.

Langley, C. John and Karl B. Manrodt. “The Role of Transportation in Supply Chain Management – Key Performance Indicators in Transportation” KPMG Peat Marwick, 1996.

Manrodt, Karl B., Ernie Cadotte, Charles Bamford, Michele Wright, Christina Jennings, and Susan Gupta “International Environmental Waste Management Opportunity Analysis” Department of Energy, 1994.

*Executive Director, Supply Chain Strategy & Management Forum, Department of Marketing, Logistics and Transportation, University of Tennessee - December 1997 – July 2000. Responsible for managing and growing a forum designed to assist global corporations understand and address issues related to supply chain strategy and management. Members of the Forum include such firms as Eastman Chemical, General Motors, DuPont, Merck & Company, Dell Computer, CVS, and BNSF. The Forum supported twelve MBA assistantships on a yearly basis. Annual budget exceeded \$400,000.*

*Classroom Experience*

*Associate and Assistant Professor of Logistics – Georgia Southern University. Fall 2000 – present.*

- LOGT 3231 - Principles of Transportation.
- LOGT 3232 – Introduction to Business Logistics.
- LOGT 4231 – Logistics and Intermodal Transportation.
- LOGT 4263 – Seminar in Intermodal Distribution.
- LOGT 4890 – Directed Study in Logistics and Intermodal Transportation.
- LOGT 4790 – Internship in Logistics.
- MGNT 3430 – Operations Management.
- MGNT 7430 – Operations Management for Competitive Advantage.
- MKTG 4131 – Marketing Research.

*Assistant Professor of Logistics – University of Tennessee. Fall 1991 – Spring 2000.*

- Logistics 301 - Introduction to Logistics.
- Transportation 302 - Introduction to Transportation.
- Marketing 320 – Marketing Research and Information Planning.
- Logistics 508 – Executive In Residence Seminar in Logistics and Transportation Strategy.

*Instructor - DeVry Technical Institute, Columbus, Ohio. Spring 1990.*

- Operations Management

*Classroom Experience – Serving As Graduate Assistant*

- Dr. C. John Langley, Jr., University of Tennessee. Fall 1991 - Spring 1992.
- Dr. Frank Davis, Jr., University of Tennessee. Fall, 1990.
- Dr. Michael Cleary, Wright State University. Spring 1988- Spring 1990.

## **HONORS**

Eugene M. Bishop Award for Sustained Excellence, COBA, April 2006. \$5,000.  
Rainmaker, DC Velocity, June 2004.  
National Transportation Week, Chairman, State of Georgia, May 2003.  
Nominated, J. Bernard Keys Faculty Award for Research Excellence, January 2002.  
Nominated, W.A. & Emma Crider Award for Excellence in Teaching, January 2002.  
Nominated, Martin NeSmith Faculty Award for Distinguished Service, January 2002.  
Brown & Williamson Faculty Award, Georgia Southern University, 2001.  
Nominated, Outstanding Teaching Award, University of Tennessee, Spring 2000.  
CSX Research Grant, University of Tennessee, \$5,000, 1999.  
Litlenet Award for Academic Excellence, 1997.  
Council of Logistics Doctoral Student Symposium Participant, 1991, 1992.  
Chancellor's Citation for Professional Promise, 1992.  
Walter Melville Bonham Dissertation Scholarship, 1992.  
E. Grosvenor Plowman Award, Council of Logistics Management, 1991.  
Recipient of the Burlington Scholarship, University of Tennessee, 1990 - 1992.  
MS Department Graduate Student of the Year, Wright State University, 1989.

## **BOOKS**

Vitasek, Kate, with D. Michael Ledyard and Karl B. Manrodt Vested Outsourcing Palgrave Macmillan, New York, New York, February 2, 2010.  
Keebler, James S., Karl B. Manrodt, David A. Durtsche and D. Michael Ledyard Keeping Score: Measuring the Business Value of Logistics in the Supply Chain Council of Logistics Management, Chicago, IL Fall 1999.  
Davis Jr., Frank W. and Karl B. Manrodt Customer Responsive Management: The Flexible Advantage, Blackwell Publishing Company, Cambridge, MA, 1996. Reprinted and distributed to the Indian subcontinent (2000).

## **PUBLICATIONS**

### *Refereed Journals (Peer and Internal)*

Holcomb, Mary Collins and Karl B. Manrodt, "Are You A Master of Logistics?," Logistics Quarterly, Volume 15, Issue 3, 2009, pp. 22-26.  
Denton, Luther Trey, Karl B. Manrodt and Joseph Thomson, "The Introduction of Non-Native Species to Marine Environs: An Unintended and Hidden Consequence of International Shipping," Journal of Transportation Management, Vol. 19, No. 1, Spring 2008.  
Holcomb, Mary Collins and Karl B. Manrodt, "The Changing State of Transportation," Journal of Transportation Management, Vol. 18, No. 2, Fall 2007.

Gibson, Brian J., Stephen M. Rutner and Karl B. Manrodt, "How Trigger Events Can Get the CEO's Attention," Supply Chain Management Review, Vol. 9, Issue 9, November 2005, pp. 40 – 46.

Vitasek, Kate and Karl B. Manrodt, "What Makes A Lean Supply Chain?," Supply Chain Management Review, Vol. 9, Issue 7, October 2005, pp. 39 - 45. Reprinted with permission in Dergi L, a logistics and supply chain management magazine based in Turkey.

Vitasek, Kate and Karl B. Manrodt, "Finding Best Practices in Your Own Back Yard," Supply Chain Management Review, Vol. 9 No. 1, January /February 2005, pp. 54 – 58.

Manrodt, Karl B. and Kate Vitasek, "Global Process Standardization in Transnational Firms: A Case Study," Journal of Business Logistics, Vol. 25, No. 1, 2004, pp. 1 - 24.

Manrodt, Karl B. , "Drivers Of Logistics Excellence: Implications For Carriers," Journal of Transportation Management, Vol. 14, No. 2, Fall 2003, pp. 46 - 60.

Sanders, Nadia and Karl B. Manrodt, "The Efficacy Of Using Judgmental Versus Quantitative Forecasting Methods In Practice" Omega. Vol. 31, Issue 6, December 2003, pp. 511-522.

Sanders, Nadia and Karl B. Manrodt, "Judgmental Versus Quantitative Forecasting In Practice: Understanding User Differences and Benefits" Interfaces. Vol. 7, Number 5, September – October 2003, pp. 90-93.

Vitasek, Kate, Karl B. Manrodt and Mark Kelly, "Solving the Supply-Demand Mismatch," Supply Chain Management Review. Vol. 7, Issue 5, September – October, 2003, pp. 58 - 64.

Manrodt, Karl B., John L. Kent and Stephen R. Parker, "Operational Implications Of Mobile Communications In The Motor Carrier Industry," Transportation Journal, Spring 2003, Vol. 42, No. 3, pp. 50 – 58.

Manrodt, Karl B. and Michael Fitzgerald, "Seven Propositions for Successful Collaboration," Supply Chain Management Review, Vol. 5, No. 4 July – August, 2001, pp. 66-72.

Parker, R. Stephen, John L. Kent and Karl B. Manrodt, "The Usage of Mobile Communication Systems in the Trucking Industry," Journal of Transportation Management, Vol. 12, No. 1, Spring 2000 pp. 49 – 56.

Holcomb, Mary Collins and Karl B. Manrodt, "The Shippers' Perspective: Transportation and Logistics Trends and Issues," Transportation Journal, Fall 2000, Vol. 40, No. 1, pp. 15 – 25.

Manrodt, Karl B., Mary Collins Holcomb and Richard Thompson, "Supply Chain Management: The Critical Missing Elements" Invited Article, Supply Chain Management Review, Vol. 1, Issue 3, Fall 1997 pp.80-86.

Sanders, Nadia and Karl B. Manrodt, "A Survey of Corporate Forecasting Practices in U.S. Corporations" Interfaces, 24:2 March - April, 1994, pp. 92-100.

Manrodt, Karl B. and Frank W. Davis, Jr., "The Evolution To Service Response Logistics" International Journal of Physical Distribution & Logistics Management, Vol. 22 No. 9, 1992, pp. 3-10.

Davis Jr., Frank W. and Karl B. Manrodt, "Teaching Service Response Logistics" Invited article, winner of the E. Grosvenor Plowman Award, Journal of Business Logistics, Vol. 13 No. 2, 1992, pp. 199-229.

Davis Jr., Frank W. and Karl B. Manrodt, "Service Logistics- An Introduction" International Journal of Physical Distribution & Logistics Management, Vol. 21 No. 7, 1991, pp. 4-13.

Sanders, Nadia and Karl B. Manrodt, "Northeast Electronics, Inc.," Case Research Journal, Autumn 1991, pp. 181-192.

#### *Refereed Proceedings*

Holcomb, Mary Collins, Karl B. Manrodt and Richard T. Thompson, "The Changing Environment Of Transportation And Logistics: A Profile Of The Top U.S. Purchasers" 8<sup>th</sup> Annual Conference on Transport Research, Antwerp, Belgium, July 11 – 17, 1998.

Cathey, Amy, and Karl B. Manrodt, "Delivering Customer Value in the Supply Chain: A Process for Understanding and Strengthening Marketing Channel Relationships" 1998 Logistics and Supply Chain Management Conference, Vienna, Austria, July 22 – 25, 1998.

Rosen, Deborah and Karl B. Manrodt, "Marketing and Logistics: A Tale of Two Disciplines" Breakthrough Thinking in Logistics, Proceedings of the Teachers Conference, The Transportation and Logistics Research Fund and The Ohio State University, October 8, 1995, San Diego, pp. 135 - 164.

Sanders, Nadia and Karl B. Manrodt, "Corporate Sales Forecasting", Proceedings of the National Decision Sciences Institute, November 1991, Miami Fl., pp. 1727-1729.

Sanders, Nadia and Karl B. Manrodt, "Corporate Forecasting Practices in the Manufacturing Industry" Proceedings of the Midwest Decision Sciences Institute, May 1991, Indianapolis, In., pp. 297-299.

Davis Jr., Frank W. and Karl B. Manrodt, "Teaching Service Response Logistics" Towards Integration of the Logistics Pipeline, Proceedings of the Teachers Conference for CLM, The Transportation and Logistics Research Fund and The Ohio State University, September 29, 1991, New Orleans. Winner of the E. Grosvenor Plowman Award for outstanding paper.

#### *Non-Refereed Proceedings and Journals*

Vitasek, Kate, Michael Ledyard and Karl B. Manrodt, The Rise Of Vested Outsourcing, Logistics Management Magazine, January 10, 2010.

Tillman, Joseph, Karl B. Manrodt and Mary Collins Holcomb, "Trends and Strategies in Contract Logistics, Wimmer, T.; Wöhner, H. (Hrsg.): Kongressband zum 26. Deutschen Logistik-Kongress Berlin. Hamburg: Deutscher Verkehrs-Verlag Forthcoming December 2009, ISBN 978-3-87154-383-8.

Holcomb, Mary Collins and Karl B. Manrodt, "18<sup>th</sup> Annual Masters of Logistics Study: On Equal Ground," Logistics Management Magazine, Vol. 48, No. 9, September 1, 2009.

Holcomb, Mary Collins and Karl B. Manrodt, "The Masters Increase Their Lead," Logistics Management Magazine, Vol. 47, No. 9, September 1, 2008, pp. 36 – 42.

Manrodt, Karl B., Thompson, Rich and Vitasek, Kate, "The Lean Journey/Part II: Putting Lean to Work," Logistics Management Magazine, Vol. 47, No. 8, August 1, 2008, pp. 74-77.

Manrodt, Karl B., Thompson, Rich and Vitasek, Kate, "The Lean Journey," Logistics Management Magazine, Vol. 47, No. 4, April 1, 2008, pp. 35-38.

Manrodt, Karl B. and Kate Vitasek, "Taking the Measure of Metrics," DC Velocity, Vol. 6, No. 4, April 2008, pp. 36 – 40.

Holcomb, Mary Collins and Karl B. Manrodt, "The New Logistics Playbook," Logistics Management Magazine, Vol. 46, No. 9, September 1, 2007, pp. 24 – 32. This was the cover story for the September issue.

Manrodt, Karl B. and Kate Vitasek, "Performance by the Numbers," DC Velocity, Vol. 5, No. 5, May 2007, pp. 52 – 56.

Manrodt, Karl B. and Kate Vitasek, "Getting Better All The Time," DC Velocity, Vol. 4, No. 5, May 2006, pp. 52 – 55.

Manrodt, Karl B., "Remembering Those Who Shaped Our Careers and Changed Our Lives," Supply Chain Comment, Vol. 39, July/August 2005, Council of Supply Chain Management Professionals, pp. 12, 16.

Vitasek, Kate and Karl B. Manrodt, "The Metrics: Reloaded," DC Velocity, Vol. 3, No. 5, May 2005, pp. 37 – 39.

Manrodt, Karl B., Brian Gibson and Stephen Rutner, "Has Supply Chain Found Its Seat at the Table?," Supply Chain Strategy, a quarterly newsletter published by Harvard Business School Publishing and MIT. This article was selected as the Lead Piece, and used to market the newsletter. February 2005.

Manrodt, Karl B., Stephen M. Rutner, Mary Holcomb, "Taking Appropriate Measures," DC Velocity, Vol. 2, No. 7, July 2004, pp. 53 – 56.

Vitasek, Kate and Karl B. Manrodt, "Supply-Demand Alignment – One SKU at a Time," Inside Supply Management, Vol. 15, No. 6, June 2004, 10-11.

Vitasek, Kate and Karl B. Manrodt, Beyond Fill Rate: Perfecting the Perfect Order, Distribution Business Management Journal, Vol. 2, 2004, pp. 17 – 20.

Manrodt, Karl B., "Still a Leader?" DC Velocity, Vol. 1 No. 3, March 2003.

Manrodt, Karl B. and Mary Collins Holcomb, "What is a Supply Chain Leader?" DC Velocity, Vol. 1, No. 1, January 2003.

Manrodt, Karl B. and Michael Fitzgerald, "Seven Propositions for Successful Collaboration," Supply Chain Movers & Shakers of 2001, supplement of Supply Chain Management Review, Vol. 5, No. 6 November - December, 2001, pp. 110 – 116. Feature article. Reprint from Supply Chain Management Review. This supplement was also reprinted in Purchasing, 2001. Supply Chain Management Review has a subscription base greater than 10,000; Purchasing is over 40,000.

Manrodt, Karl B., Mary Collins Holcomb and Richard H. Thompson, "Achieving World Class Excellence in Supply Chain Management," SupplyChainKnowledge2001, a virtual internet conference sponsored by Cranfield University School of Management and RMR plc, November 12 – 23, 2001.

Manrodt, Karl B. "Performance Measurement: Football Season," Operations & Fulfillment, Vol. 9, No. 9, September 2001 pp. 38 – 44.

Manrodt, Karl B. The State of Supply Chain Management, Supply Chain Management Practice and Research: Status and Future Directions, Proceedings of a Workshop by the National Science Foundation, Robert H. Smith School of Business, University of Maryland, April 18 – 19, 2001, Rockville, MD. pp. 3-1 – 3-11.

Manrodt, Karl B., "Trade Exchanges in Transportation", Logistics Management and Distribution Report, September, 2000, Vol. 39, no. 9, Supplement pp. e22 – e32.

Bunker, Jim and Karl B. Manrodt, "Make-to-Cash: A New Logistics Measure," Supply Chain and Logistics Journal, Fall 2000, Vol. 3, Issue 1, pp. 8 – 10. This article was re-printed in LogisticsFocus (a publication based in India), Spring 2003.

Keebler, James S. and Karl B. Manrodt, "The State of Logistics Performance Measurement," Proceedings of the 2000 Annual CLM Conference, (CLM: Chicago) September 24 – 27, 2000, pp. 273 – 282.

Manrodt, Karl B, Mary Collins Holcomb, Richard H. Thompson and Peter Bradley, "Logistics @ Internet Speed: Ninth Annual Survey Of Trends And Issues In Logistics," Proceedings of the 2000 Annual CLM Conference, (CLM: Chicago) September 24 – 27, 2000, pp. 99 – 110.

Holcomb, Mary Collins, Karl B. Manrodt, Edward L. Oldham and Richard T. Thompson, "Profile: The Sixth Annual Survey of the Top US Purchasers of Transportation Services" Proceedings of the 1997 Annual CLM Conference, (CLM: Chicago) October 5-8, 1997, Chicago, pp. 83 – 92.

Kent, John, Mary Collins Holcomb, Karl B. Manrodt, and Edward L. Oldham, "Profile: The Fifth Annual Survey of the Top US Purchasers of Transportation Services" Proceedings of the 1996 Annual CLM Conference, (CLM: Chicago) October 5-8, 1996, Orlando, pp. 173-184.

Manrodt, Karl B., Mary C. Holcomb and John Kent, "The Top Purchasers of US Transportation: Issues and Trends" Proceedings of the 1995 Annual CLM Conference, (CLM: Chicago) October 8-11, 1995 San Diego, CA.

Manrodt, Karl B., "Profile: The Top Purchasers of US Transportation" Proceedings of the 1994 Annual CLM Conference, (CLM: Chicago) October 17-19, Cincinnati, Ohio, pp. 129-136.

Langley, C. John, Karl B. Manrodt, Francis Quinn, Dean Wise and Robert Sabath "Profile: The Top Fifty Purchasers of U.S. Transportation" Proceedings of the 1992 Annual CLM Conference, (CLM: Chicago) October 11-14, San Antonio, Texas.

Davis Jr., Frank W. and Karl B. Manrodt, "Principles of Service Response Logistics" Proceedings of the 1991 Annual CLM Conference, (CLM:Chicago) September 29 - October 2, New Orleans, Louisiana Vol. 1, pp. 337-356.

Menachof, David and Karl B. Manrodt "Four Steps to Maritime Reform" Journal of Commerce, February 19, 1991.

Davis Jr., Frank W. and Karl B. Manrodt, "Service Logistics: An Introduction", Proceeding of the 1990 Annual CLM Conference, October 7-10 Anaheim California, (CLM:Chicago) Vol. II, pp. 67-92.

*Book Reviews*

Manrodt, Karl B. Review of Logistical Excellence: It's Not Business as Usual by Donald J. Bowersox, Patricia J. Daugherty, Cornelia L. Droge, Richard N. Germain, and Dale S. Rodgers, Transportation Journal, Vol. 32 No. 3, Spring 1993, pp. 54-55.

*Monographs and Newsletters*

Holcomb, Mary Collins, Karl B. Manrodt, Belinda Griffin and Dawn Salvucci-Favier, "Drivers of Sustainable Supply Chain Practices: Focus on Profitability," Printed and distributed by Capgemini, December 2009. This is the 18<sup>th</sup> year of the survey on trends and issues in logistics, transportation and supply chain.

Holcomb, Mary Collins, Karl B. Manrodt, Belinda Griffin and Dawn Salvucci-Favier, "Drivers of Sustainable Supply Chain Practices: Focus on Synchronization," Printed and distributed by Capgemini, October 2009. This is the 18<sup>th</sup> year of the survey on trends and issues in logistics, transportation and supply chain.

Holcomb, Mary Collins, Karl B. Manrodt, Belinda Griffin and Dawn Salvucci-Favier, "Drivers of Sustainable Supply Chain Practices: Focus on Optimization," Printed and distributed by Capgemini, September 2009. This is the 18<sup>th</sup> year of the survey on trends and issues in logistics, transportation and supply chain.

Manrodt, Karl B., Mary Collins Holcomb, Belinda Griffin and Dawn Salvucci-Favier, "Drivers of Sustainable Supply Chain Practices: Issues in Supply Chain, Logistics and Transportation Management," Printed and distributed by Capgemini, September 2009. This is the 18<sup>th</sup> year of the survey on trends and issues in logistics, transportation and supply chain.

Manrodt, Karl B., Mary Collins Holcomb, and Belinda Griffin, "The Supply Chain Playbook: Game Strategy." Printed and distributed by Capgemini, September 2008. This is the 17<sup>th</sup> year of the survey on trends and issues in logistics, transportation and supply chain. 30 pages.

Manrodt, Karl B. and Kate Vitasek, "DC Measures 2008," WERCWatch, Spring 2008, Warehouse Education Research Council. 20 pages.

Manrodt, Karl B., Richard H. Thompson, and Kate Vitasek, "Benchmarking your Lean Journey." Jones Lang LaSalle. 2008. 28 pages.

Manrodt, Karl B., Mary Collins Holcomb, and Peter Moore, "The Supply Chain Playbook." Printed and distributed by Capgemini, September 2007. This is the 16<sup>th</sup> year of the survey on trends and issues in logistics, transportation and supply chain. 30 pages.

Manrodt, Karl B. and Kate Vitasek, "DC Measures 2007," WERCWatch, Spring 2007, Warehouse Education Research Council. 20 pages.

Vitasek, Kate, Karl B. Manrodt and Peter Murphy, "Returning Profits from Returns: Leveraging all 5 R's of Effective Returns Management," Reverse Logistics Association Monthly Newsletter, October 2006, Issue 28. Can be found at the following web address: [http://www.reverselogisticstrends.com/newsletters/2006\\_10\\_nl.htm?PHPSESSID=53fddc6a2](http://www.reverselogisticstrends.com/newsletters/2006_10_nl.htm?PHPSESSID=53fddc6a2).

Vitasek, Kate and Karl B. Manrodt, "Benchmarking – Prerequisite for Building Best-in-Class Supply Chains," ProLogis Supply Chain Review, Fall 2006, pg. 1 – 12.

Manrodt, Karl B. and Kate Vitasek, "DC Metrics Detailed Research Findings," Printed and distributed by the Warehouse Education Research Council, Fall 2006. 51 pages.

Manrodt, Karl B., Mary Collins Holcomb, Peter Moor and Michael Riegler, "The Power of O<sup>3</sup>: Optimized Strategy, Planning, and Execution." Printed and distributed by Capgemini (in partnership with Intel and Oracle), October 2006. This is the 15<sup>th</sup> year of the survey on trends and issues in logistics, transportation and supply chain. 26 pages.

Manrodt, Karl B., Mary Collins Holcomb and Peter Moore, "Collaboration: Enabling Synchronization," Printed and distributed by Capgemini, October 2005. This is the 14<sup>th</sup> year of the survey on trends and issues in logistics, transportation and supply chain management. 34 pages.

Manrodt, Karl B. and Kate Vitasek, "DC Measures," WERCWatch, Spring 2006, Warehouse Education Research Council. 16 pages.

Manrodt, Karl B. and Kate Vitasek, "DC Measures," WERCWatch, Summer 2005, Warehouse Education Research Council. 12 pages.

Manrodt, Karl B., Brian Gibson and Stephen Rutner, "Communicating the Value of Supply Chain Management to your CEO," Council of Supply Chain Management Professionals, Chicago, IL, April 18, 2005. 22 pages.

Manrodt, Karl B., Kate Vitasek and Jeff Abbott, "Understanding the Lean Supply Chain: Beginning the Journey," Printed and distributed by Oracle Inc. with APICS, March 2005. 30 pages.

Manrodt, Karl B., Jeff Abbott and Peter Moore, "From Visibility to Action," Printed and distributed by Oracle Inc. and Capgemini, October 2004. 30 pages.

Manrodt, Karl B., Mary Collins Holcomb and Tony Ross, "Operations Excellence: The Transition from Tactical to Adaptive Supply Chains," Printed and distributed by Cap Gemini Ernst & Young, September 2003. Approximately 3,000 hard copies printed and distributed globally. 20 pages.

Manrodt, Karl B., Mary Collins Holcomb and Alan Montgomery, "Visibility: Tactical Solutions, Strategic Implications," Printed and distributed by Cap Gemini Ernst & Young, September 2002. Approximately 3,000 hard copies printed and distributed globally. 21 pages.

Manrodt, Karl B., Mary Collins Holcomb and Richard Thompson, "Transforming Logistics: A Roadmap to Fulfillment Excellence," Printed and distributed by Cap Gemini Ernst & Young, September 2001. Approximately 4,000 hard copies printed. The report was made available on a number of web sites in the United States and Asia. 21 pages.

Manrodt, Karl B., Mary Collins Holcomb and Richard Thompson, "Logistics @ Internet Speed," Printed and distributed by Ernst & Young, September 2000. Approximately 5,000 hard copies printed. The report was made available on a number of web sites in the United States and Asia. 24 pages.

Manrodt, Karl B., Mary Collins Holcomb and Richard Thompson, "Striving for Excellence: New Measures for Logistics," Printed and distributed by Ernst & Young, September 1999. Approximately 5,000 hard copies printed. 24 pages.

Manrodt, Karl B., Mary Collins Holcomb and Richard Thompson, "The Race is On: Trends and Issues in Logistics and Transportation," Printed and distributed by Cap Gemini Ernst & Young, September 1998. Approximately 4,000 hard copies printed. 24 pages.

Manrodt, Karl B., Mary Collins Holcomb and Richard Thompson, "Supply Chain Management," Printed and distributed by Ernst & Young, September 1997. Approximately 3,000 hard copies printed. 17 pages.

*Working Papers and Research in Progress*

Holcomb, Mary Collins and Karl B. Manrodt and Susan Manrodt, "The Shippers' Perspective: Transportation and Logistics Trends and Issues Reviewed," for Transportation Journal, January 2010.

**PRESENTATIONS AND EXECUTIVE TRAINING**

Manrodt, Karl B., "Understanding Vested Outsourcing," Dell Computers, November 17, 2009, Austin, TX.

Manrodt, Karl B., "Defining Success for Your Career," Keynote speaker, Delta Epsilon Iota, November 15, 2009.

Manrodt, Karl B., "Drivers of Sustainable Supply Chain Management Practices" CSCMP Savannah Roundtable, November 12, 2009.

Manrodt, Karl B., "Understanding Metrics," 3<sup>rd</sup> North American Hi-Tech & Electronics Supply Chain Summit, eyefortransport, November 9, 2009, San Jose, CA.

Manrodt, Karl B., "Creating Performance-Based Outsourcing Relationships that Produce Game Changing Results" Stand Up! Stand Out! Development Conference, Exel Logistics, October 22, 2009.

Manrodt, Karl B., "Measuring Up; Preparing for a Comeback," Order Fulfillment Council, MHIA, October 6, 2009, Amelia Island, FL.

Manrodt, Karl B., Mary Collins Holcomb and Belinda Griffin-Cryan, "Drivers of Sustainable Supply Chain Practices: Issues in Supply Chain, Logistics and Transportation Management," Logistics Management Magazine webinar, September 29, 2009.

Manrodt, Karl B., Mary Collins Holcomb and Belinda Griffin-Cryan, "Drivers of Sustainable Supply Chain Practices: Issues in Supply Chain, Logistics and Transportation Management," Council of Supply Chain Management Professionals Annual Conference, Chicago, IL, September 22, 2009.

Manrodt, Karl B., "Measuring Up In A Down Economy," Red Shift Conference, sponsored by Red Prairie, May 13, 2009, San Antonio, TX.

Vitasek, Kate and Karl B. Manrodt, "Benchmarking," Supply Chain Management Review webinar, April 10, 2009.

Manrodt, Karl B., "Understanding DC Metrics," WERC Roundtable, March 5, 2009, Los Angeles, CA.

Manrodt, Karl B., "The Supply Chain Playbook," TMS Now, Oracle / Capgemini sponsored event, January 14, 2009, Atlanta, GA.

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Manrodt, Karl B., "International Logistics Management – Trends and Strategies," Panel discussion of the results of an international study, BVL: The International German Logistics Conference, October 23, 2008, Berlin, Germany.

Manrodt, Karl B., Mary Collins Holcomb and Belinda Griffin-Cryan, "The Supply Chain Playbook," Council of Supply Chain Management Professionals Annual Conference, Denver, CO, October 7, 2008.

Manrodt, Karl B., "The Journal of Transportation Management," Panel discussion of key logistics / transportation / supply chain management journal editors at the CSCMP Doctoral Symposium, Denver, CO, October 4, 2008.

Manrodt, Karl B., "Operations To Customer Loyalty: A Metrics Playbook," keynote speaker, UTi customer / manager meeting, September 25, 2008, Columbia SC.

Manrodt, Karl B., "Creating a Holistic Performance Program: Metrics for Effective Production and Distribution," MESA International, September 23, 2008, Orlando, Florida.

Manrodt, Karl B., "Beginning The Lean Journey," Southern Warehouse Association, September 19, 2007, Naples, FL.

Vitasek, Kate and Karl B. Manrodt, "Understanding the Use of DC Measures, - 5<sup>th</sup> Annual Study Results" WERC Annual Conference, Nashville, TN, May 6, 2008.

Manrodt, Karl B. and Kate Vitasek, "Performance Based Acquisition Training," April 21 – 24, 2008, Maxwell Air Force Base, AL.

Manrodt, Karl B., "The State of Metrics in the Supply Chain," Order Fulfillment Council, MHIA, March 10, 2008, Charlotte, NC.

Manrodt, Karl B., "Trends Facing Logisticians," Colgate, Inc., Manhattan, NY, February 4, 2008.

Manrodt, Karl B., "Benchmarking Your Lean Journey," Featured speaker for the 2<sup>nd</sup> Annual RF-SMART User Group Conference, St. Augustine, FL, February 18, 2008.

Manrodt, Karl B., "Growing the Bottom Line Through Transportation Management and Lean Logistics," keynote speaker, along with Roger Staubach at The Staubach Company breakfast meeting for clients. January 16, 2008, Chicago, IL.

Manrodt, Karl B., Denna Clarke, Adrian Thomas and Patty Kazarian "Optimize Supply Chain Performance With Metrics And Oracle's JD Edwards World A9.1," webinar hosted by ICS, December 12, 2007. A link to the webinar is below:  
<https://icsfl.webex.com/icsfl/onstage/g.php?AT=VR&RecordingID=39096877&recordKey=50E72B5C1A9DDF01EEF39A8B4CC9ABA73175AD7ADCD9C2B0A8CAFE0FCA16A9F5>

Manrodt, Karl B., "Growing the Bottom Line Through Transportation Management and Lean Logistics," keynote speaker, along with Roger Staubach at The Staubach Company breakfast meeting for clients. October 30, 2007, Dallas, TX.

Manrodt, Karl B., Mary Collins Holcomb and Peter Moore, "The Supply Chain Playbook," Council of Supply Chain Management Professionals Annual Conference, Philadelphia, PA, October 23, 2007.

Vitasek, Kate and Karl B. Manrodt, "Benchmark Now!," WERC executive training program, October 3 – 4, 2007, Chicago, IL.

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Manrodt, Karl B., "Trends in Transportation," keynote speaker for The Staubach Company luncheon for clients. September 27, 2007, Charlotte, NC.

Manrodt, Karl B, Mary Collins Holcomb and Peter Moore, "2007 Master of Logistics," Webinar for Logistics Management Magazine, September 19, 2007. <http://www.logisticsmgmt.com/webcasts>

Manrodt, Karl B., "Trends in Supply Chain Management," and "The Power of Lean," The Staubach Company – Logistics Practice Group, Memphis, TN, July 23 – 24, 2007.

Vitasek, Kate and Karl B. Manrodt, "Understanding the Use of DC Measures, - 4<sup>th</sup> Annual Study Results" WERC Annual Conference, Nashville, TN, April 24, 2007.

Manrodt, Karl B., "Transportation: Trends and Issues," keynote speaker for Capgemini / Oracle Accelerated Solution Event (ASE), April 18, 2007, Newark, NJ.

Manrodt, Karl B. "Supply Chain Management: The CEO Perspective," Georgia Southern University, College of Business Administration Alumni Breakfast, Atlanta, GA, March 22, 2007.

Vitasek, Kate and Karl B. Manrodt, "Benchmark Now!," WERC executive training program, March 21 – 22, 2007, Atlanta, GA.

Manrodt, Karl B., "Mastering DC Metrics," National Logistics & Distribution Conference, Las Vegas March 13 – 14, 2007.

Manrodt, Karl B., "Measuring Supply Chain Excellence," Featured keynote speaker for the RF-SMART User Group Conference, St. Augustine, FL, February 21, 2007.

Manrodt, Karl B., "CEOs and The Supply Chain," Upstate SC CSCMP Roundtable, November 14, 2006.

Manrodt, Karl B., Mary Collins Holcomb, Peter Moore and Mike Riegler, "Optimization: The Power of O<sup>3</sup> – The 15<sup>th</sup> Annual Study of Trends and Issues in Transportation and Logistics," Council of Supply Chain Management Professionals Annual Conference, San Antonio, TX, October 17, 2006.

Manrodt, Karl B., "Masters of Logistics: Transportation Review," Oracle User's Conference, Philadelphia, PA October 3, 2006. Presentation to be repeated in Kansas City, KS in November.

Manrodt, Karl B. and Mary Collins Holcomb, "Masters of Logistics: 15<sup>th</sup> Annual Study of Trends and Issues" Webinar for Logistics Management magazine, September 28, 2006.

Vitasek, Kate and Karl B. Manrodt, "Benchmark Now!," WERC executive training program, September 27 – 28, 2006, Chicago, IL.

Manrodt, Karl B., "Transportation: Trends and Issues," keynote speaker for Capgemini / Oracle Accelerated Solution Event (ASE), September 19, 2006, Atlanta, GA.

Manrodt, Karl B., "Understanding Today's CEOs," The Evolution of Logistics and Supply Chain Management in China Conference, CSCMP, Shanghai, China, August 2, 2006.

Manrodt, Karl B., "Understanding the Lean Supply Chain," Honeycomb Connect Webinar, June 20, 2006.

Manrodt, Karl B., "CEOs and the Supply Chain," Invited Speaker, Copenhagen CSCMP Roundtable, keynote speaker, May 29, 2006.

Manrodt, Karl B. and Kate Vitasek, "Understanding the Use of DC Measures," WERC Annual Conference, Orlando, FL, May 9, 2006.

Manrodt, Karl B., "The State of DC Measures – 2006," Materials Handling Industry of America Spring Meeting, Charlotte, NC, April 24, 2006.

Manrodt, Karl B., "Knowing Your Customer Before They 'No' You," International Customer's Board of Directors, FedEx, April 12, 2006, Las Vegas NV.

Manrodt, Karl B., "The State of GSU's Logistics Program," Savannah Traffic Club's Annual Banquet, Savannah, GA, April 6, 2006.

Manrodt, Karl B., "Understanding the Lean Supply Chain: Starting the Journey," Oracle User's Conference, Chicago, IL, October 12, 2005. Additional presentations for Oracle conferences in Atlanta, Pittsburgh, Cleveland, Detroit and New York during Fall 2005.

Manrodt, Karl B., "Understanding the Lean Supply Chain: Implications for Today's Professionals," Invited speaker, University of Alabama MBA program, November 16, 2005.

Manrodt, Karl B., "CEOs and the Supply Chain," Invited speaker, Council of Supply Chain Management Professionals Student Roundtable, Auburn University, Auburn, AL, November 15, 2005.

Manrodt, Karl B., Mary Collins Holcomb, Peter Moore and James Cooke, "Collaboration: Enabling Synchronization – The 14<sup>th</sup> Annual Study of Trends and Issues in Transportation and Logistics," Council of Supply Chain Management Professionals Annual Conference, San Diego, CA, October 23, 2005.

Manrodt, Karl B., "Benchmarking: Best Practices," Table Topic presented at the Council of Supply Chain Management Professionals, San Diego, CA, October 23, 2005.

Manrodt, Karl B. and Mary Collins Holcomb, "Masters of Logistics: 14<sup>th</sup> Annual Study of Trends and Issues," Webinar for Logistics Management magazine, September 28, 2005. Over 440 attendees.

Manrodt, Karl B. and Kate Vitasek, "Moving Lean Concepts From Manufacturing to Distribution," Material Handling & Logistics Conference, Park City, Utah, September 19, 2005.

Manrodt, Karl B., "CEO Perceptions of Logistics & What To Do About It," Material Handling & Logistics Conference, Park City, Utah, September 19, 2005.

Manrodt, Karl B., "Supply Chain Management: Trends and Implications," Flat Glass Logistics Council, Pittsburgh, PA, August 17 – 18, 2005.

Manrodt, Karl B., "What Is A Supply Chain: Trends and Issues," Cummins Annual Principals Meeting, Indianapolis, IN, June 22, 2005.

Manrodt, Karl B., "Building A Lean Supply Chain," Purolator Users Conference, New York, NY, May 10, 2005.

Manrodt, Karl B. and Kate Vitasek, "Understanding the Use of Measures in the DC: A 2005 Workplace Study," WERC Annual Conference, Dallas, TX, May 2, 2005.

Manrodt, Karl B. and Kate Vitasek, "Understanding The Lean Supply Chain," Supply Chain Management Review Webinar, sponsored by Oracle, April 26, 2005. Over 200 registered attendees.

Manrodt, Karl B., "Building the Collaborative Supply Chain," CPG Summit, Boston, MA, April 19, 2005. Summit sponsored by Capgemini, Intel and Exel Logistics.

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Manrodt, Karl B., "Managing the Demand Signal," 7th Logistics Management Summit, Istanbul, Turkey, April 12th-13th, 2005.

Manrodt, Karl. B., "Trends in Supply Chain Management," Customer Summit, Toronto, Canada. Summit was sponsored by Progistix, LLC.

Manrodt, Karl B., "Understanding the Lean Supply Chain," Atlanta APICS Chapter, Atlanta, Georgia, February 15, 2005.

Manrodt, Karl B., "The State of Logistics at Georgia Southern University," Propeller Club, Savannah, Georgia, January 13, 2005.

Manrodt, Karl B., Kate Vitasek and Jeff Abbott, "Understanding the Lean Supply Chain," APICS Annual Conference, San Diego, CA, October 12, 2004.

Manrodt, Karl B., "Senior Executive Priorities for Supply Chain Management," Executive Development Program. Other speakers included Dr. C. John Langley, Jr., Nick LaHowchic, Rick Jackson, Gene Tyndall, Chris Munro and Rick Blasgen. Council of Logistics Management Annual Conference, Philadelphia, PA, October 5, 2004. This was the most highly rated Executive Development Program session at the conference.

Manrodt, Karl B., Stephen Rutner and Brian Gibson, "Supply Chain Management: A CEO Perspective," Council of Logistics Management Annual Conference, Philadelphia, PA, October 5, 2004.

Manrodt, Karl B., Peter Moore and Jeff Abbot, "From Visibility to Action: 13<sup>th</sup> Annual Study of Trends and Issues in Transportation and Logistics," Council of Logistics Management Annual Conference, Philadelphia, PA, October 5, 2004.

Manrodt, Karl B., "Supply Chain Management: A CEO Perspective," Council of Logistics Management Practitioner Research Partnering Forum, Philadelphia, PA, October 3, 2004.

Manrodt, Karl B., "Understanding the Lean Supply Chain: Starting the Journey," Oracle User's Conference, Salt Lake City, UT. Additional presentations for Oracle conferences in Houston, Dallas, Philadelphia, Portland, Seattle, and Denver during Fall 2004.

Manrodt, Karl B., "Establishing Metrics That Match Your Company Strategy & Drive Customer Service," Materials Handling & Logistics Conference, Salt Lake City, September 21, 2004.

Manrodt, Karl B., "The Changing Face of Transportation in America," Atlanta Traffic Club, Atlanta Georgia, September 8, 2004. Served as the moderator for the group of four shippers.

Manrodt, Karl B., "B2B Common Metrics: Integrating Performance Metrics With Your Trading Partners," American Strategic Management Institute, Las Vegas, July 21, 2004.

Manrodt, Karl B., "Visibility in the Supply Chain," Reducing Supply Chain Costs, Cranfield University, Cranfield, UK, May 27 - 28, 2004.

Manrodt, Karl B. and Mitch MacDonald, "Metrics in the Real World," WERC Annual Conference, Atlanta, GA, May 18, 2004.

Manrodt, Karl B., "Achieving Operational Excellence," Oracle User's Conference, Kansas City, MO. Additional presentations for Oracle conferences in Dallas, Houston, Phoenix, Pella, San Diego, Seattle, St. Louis, and Cosa Mesa. Spring 2004.

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Cooke, James, Mary Collins Holcomb, Karl Manrodt and Tony Ross, "Operations Excellence: The Transition from Tactical to Adaptive Supply Chains," Council of Logistics Management Annual Conference, Chicago, IL, September 22 – 24, 2003.

Manrodt, Karl B., "Transportation @ Internet Speed: The Impact of Technology" National Intermodal Transportation League Conference, Fort Lauderdale, FL, September 16, 2003.

Manrodt, Karl B., "Logistics @ Internet Speed: Implications for Today," Oracle User's Conference, Atlanta, August 6, 2003. Additional presentations for Oracle conferences in Salt Lake City, Phoenix, Denver, New York, Pittsburgh, Baltimore and Detroit during Fall 2003.

Manrodt, Karl B., "The State Logistics Education at Georgia Southern University," Council of Logistics Management, Atlanta Roundtable, June 18, 2003.

Manrodt, Karl B., "Student Roundtables: Our Future," Council of Logistics Management Advisory Meeting, June 5 – 7, 2003, Chicago IL.

Manrodt, Karl B., "Emerging Trends in Transportation and Warehousing Technology," National Conference on Operations & Fulfillment, Orlando, FL, April 15, 2003.

Manrodt, Karl B., "Transportation and Warehousing Software," National Conference on Operations & Fulfillment, Orlando, FL, April 14, 2003. Roundtable discussion.

Manrodt, Karl B., "Corporate Strategy and Supply Chain Management: Closing the Gap," National Conference on Operations & Fulfillment, Orlando, FL, April 14, 2003.

Manrodt, Karl B., "World Class Performance Measurement: How Metrics Can Drive Results," Red Prairie User's Conference, Scottsdale, AZ, April 2 and 3, 2003.

Manrodt, Karl B., "Customer Value Determination: Facing Uncertainty," Key Note Speaker, World Airline Charity Invitational, CA, March 27, 2003.

Manrodt, Karl B., "Supply Chain Metrics: Setting Up the Process," South Carolina Manufacturing Alliance, Hilton Head, SC, March 21, 2003.

Manrodt, Karl B., "The Future of Supply Chains," Food Marketing Institute, Palm Springs, CA., March 18, 2003.

Manrodt, Karl B., "Supply Chain Visibility: Tactical Solutions, Strategic Implications," Twin Cities Council of Logistics Management Roundtable Seminar, Bloomington, MN, March 14, 2003.

Manrodt, Karl B., "Logistics Impacts Beyond the Cost Equation," Middle Tennessee Council of Logistics Management Roundtable Seminar, Nashville, TN, February 11, 2003.

Manrodt, Karl B., "Transportation Implications: Daimler Chrysler Plant in Pooler," BROCC, Atlanta, GA, January 24, 2003.

Sanders, Nadia R. and Karl B. Manrodt, "Judgmental Versus Quantitative Forecasting in Practice: Understanding User Differences and Benefits", INFORMS Annual Meeting, San Jose, CA, November 17 – 20, 2002.

Manrodt, Karl B., "The State of Supply Chain Management," South Carolina Manufacturing Alliance, Hilton Head, SC, October 26, 2002. Highest rated speaker of the conference.

Manrodt, Karl B., "The State of Supply Chain Visibility," international MBA courses (total of 40 students) for Chris Rijdsdijk Cursusleider, M.Sc. IQESM, IPM, at Hogeschool Zeeland, Netherlands, via NetMeeting, October 15<sup>th</sup> and 17<sup>th</sup>, 2002.

Cooke, James, Mary Collins Holcomb, Karl Manrodt and Al Montgomery, "Visibility: Tactical Solutions, Strategic Implications," Council of Logistics Management Conference, San Francisco, CA, September 30 – October 2, 2002. This session was the second most attended presentation at a meeting of over 3,600 attendees.

Manrodt, Karl B. Adrian Gonzalez, Travis Parsons, Joe Callahan, Rick Zaffarona, "Inbound Logistics: Managing the Supply Chain," Council of Logistics Management Conference, San Francisco, CA, September 30 – October 2, 2002.

Manrodt, Karl B. "State of Supply Chain Technology," for Red Prairie, August 28, 2002. Streaming audio interview made available on the Red Prairie web site.

Manrodt, Karl B. "State of Supply Chain Metrics: Current Assessment and Future Opportunities," for Bacou – Dalloz, September 12, 2002. Presentation to top executives to global safety equipment manufacturer. Key note speaker.

Manrodt, Karl B., "Supply Chain Metrics," for Schreiber, Green Bay, WI, July 24, 2002. Presentation to top executives and supply chain leaders.

Manrodt, Karl B. "Trends in Logistics – Metrics" Webinar with Red Prairie (formerly McHugh Software), June 27, 2002. Other speakers included Dr. Bud LaLonde, Ohio State University and Dr. Ed Marien, University of Wisconsin – Madison. 178 on-line attendees.

Manrodt, Karl B., "Leveraging Logistics Performance for Cost Management," April 25, 2002, Atlanta, GA. Seminar sponsored by the Atlanta Council of Logistics Management and Georgia Tech. Luncheon Keynote speaker.

Manrodt, Karl B. "Striving for Excellence," Sprint North Supply User's Conference, Hilton Head, April 8th, 2002.

Manrodt, Karl B. "Reaching New Heights: The Imperative of Measurement," McHugh Software User's Conference, Hilton Head, March 7, 2002.

Manrodt, Karl B., "Logistics and Procurement: Competition or Cooperation," Savannah Chapter of the Institute for Supply Management, formerly the National Association of Purchasing Managers, January 8, 2002.

Bradley, Peter, Karl B. Manrodt, Mary Collins Holcomb and Richard H. Thompson, "Tenth Annual Survey of The Nation's Largest Shippers, SupplyChainLinkExpo, Online conference sponsored by Logistics Management & Distribution Report, October 17 – 18, 2001.

David Goodson, Karl B. Manrodt and Jim Griffin, "The Benefits of Collaborative Logistics Networks for Carriers," Council of Logistics Management Conference, Kansas City, MO, September 30 – October 3, 2001.

Manrodt, Karl B., Mary Collins Holcomb, Richard H. Thompson, "Transforming Logistics: The 10<sup>th</sup> Annual Study of Trends in Logistics," Council of Logistics Management Conference, Kansas City, MO, September 30 – October 3, 2001.

Manrodt, Karl B. and David Durtsche, "Mandate for Measurement," Council of Logistics Management Conference, Kansas City, MO, September 30 – October 3, 2001.

Manrodt, Karl B., "Career Opportunities: You Can Have It All...," Council of Logistics Management Doctoral Symposium, Kansas City, MO, September 28, 2001.

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Manrodt, Karl B., Panel Discussant, "Meet the Journal Editors," Council of Logistics Management Doctoral Symposium, Kansas City, MO, September 28, 2001. Panel of journal editors in logistics; included editors from the Journal of Business Logistics, International Journal of Physical Distribution and Logistics Management, Logistics and Transportation Journal, Transportation Journal, and the Journal of Retailing.

Manrodt, Karl B., "Measurement: Current Assessment and Future Opportunities," CLM Roundtable, Sydney and Melbourne, Australia, June 25 & 26, 2001.

Sanders, Nadia and Karl B. Manrodt, "Toward Understanding Business Forecasting: Survey Findings and Insights," International Institute of Forecasters, June 19, 2001, Calloway Gardens, GA.

Manrodt, Karl B., "Measurement: Current Assessment and Future Opportunities," CLM Roundtable, Rio de Janeiro, Brazil, May 7<sup>th</sup>, 2001.

Manrodt, Karl B. "Measuring Up in Logistics." 24<sup>th</sup> Annual WERC Conference, April 22 – 25<sup>th</sup>, 2001, New Orleans.

Manrodt, Karl B. "Staying on Top of Emerging Technology." 24<sup>th</sup> Annual WERC Conference, April 22 – 25<sup>th</sup>, 2001, New Orleans.

Manrodt, Karl B. "Measurement and Its Implications for Third Party Providers" Information Technology & Logistics Council's 34<sup>th</sup> National Conference and Technical Exhibition, May 24, 2000, Kissimmee, Florida.

Manrodt, Karl B. "Confronting the Mirror: Challenges in Supply Chain Management" Nordic Business and Växjö University, March 28, 2000. Keynote Speaker.

Manrodt, Karl B. "Striving For Excellence: Cases in Measurement" Växjö University, March 28, 2000.

Manrodt, Karl B., James Keebler, David Durtsche and Michael Ledyard "Measuring Business Value of Logistics." Series of seminars sponsored by the Council of Logistics Management and held in Dallas, Philadelphia, Cleveland, Orlando, Boston, Greenwich, Chicago and Minneapolis. Further seminars were held in Europe October 2000.

Manrodt, Karl B. "Knowing Your Customer" GlobalLink '99 FedEx Sales Training Conference, presentation to 1,800 domestic and global account executives, Nashville, TN June 17, 1999.

Manrodt, Karl B. "What Customers Value: An Analysis of the High Technology and Medical Devices Sector" (Global) Officers and Directors meeting, Orlando, FL April 12, 1999.

Manrodt, Karl B. "Measuring Logistics Activities in the Supply Chain: Implications for Third Party Providers" TNT Executive Training Program, March 9, 1999.

Manrodt, Karl B. "Measuring Logistics Activities in the Supply Chain" Vaxjo University, Vaxjo Sweden, February 3, 1999.

Manrodt, Karl B. "Supply Chain Management Trends in the Chemical Industry" i2 Chemical, Oil and Gas Seminar, i2 Technologies, Dallas Texas, September 24, 1998.

Manrodt, Karl B. "Issues and Trends in Transportation" Optum Users Conference, Phoenix Arizona, September 23, 1998.

Manrodt, Karl B. and Bruce Myers "Supply Chain Issues & Trends in the Chemical Industry" *LogistiChem* '98, Houston Texas, September 22, 1998.

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Manrodt, Karl B. "Measuring Logistics Activities in the Supply Chain" Council of Logistics Management Middle Tennessee Roundtable, September 8, 1998.

Holcomb, Mary Collins, Karl B. Manrodt and Robert McKenna, "Technology's Role in Changing the Nature of Channel Relationships: The Case of Transportation Management Solution Software" 1998 Logistics and Supply Chain Management Conference, Vienna, Austria, July 22 – 25, 1998.

Manrodt, Karl B. "Sixth Annual Survey of the Giants of Shipping" Council of Logistics Management, Middle Tennessee Roundtable, May 13, 1997.

Manrodt, Karl B. "Leadership and Customers: A Lesson in Balance" Directors Retreat, Baptist Health System, April 24, 1997.

Manrodt, Karl B. "Sixth Annual Survey of the Giants of Shipping" Council of Logistics Management Upstate South Carolina Roundtable, April 23, 1997.

Manrodt, Karl B. "Developing 'Customer Friendly' Businesses and a 'Customer Friendly' Community" Leadership Knoxville, September 12, 1996.

Holcomb, Mary Collins, Barry Jennings, Mitch MacDonald and Karl B. Manrodt, "Fourth Annual Survey - Nation's Largest Shippers", 1995 Annual CLM Conference, October 8 - 11, San Diego, California.

Manrodt, Karl B. "Shipping in a Shippers' World: Expectations and Implications" California Trucking Association, February 7, 1995, San Diego, CA.

Manrodt, Karl B., Barry Jennings, and Mitch MacDonald "Giants of Shipping" Proceedings of the 1994 Annual CLM Conference, October 17-19 Cincinnati, Ohio.

Manrodt, Karl B. "Logistics: It's Not Just for Products Anymore" Middle Tennessee Council of Logistics Management Roundtable Speaker, May, 1994.

Langley, C. John, Karl B. Manrodt, Francis Quinn, Dean Wise and Robert Sabath "Profile: The Top Fifty Purchasers of U.S. Transportation" 1993 Annual CLM Conference, (CLM:Chicago) October 7-10, Washington, D.C.

Manrodt, Karl B. "Who Needs Logisticians?" 1993 Annual CLM Conference, (CLM:Chicago) October 7-10, Washington, D.C.

Langley Jr., C. John, Gregory Bounds, and Karl B. Manrodt "A Theoretical Analysis and Framework for Customer Value" International Logistics Congress Convention, Toronto, Canada, June 20-22, 1993.

Manrodt, Karl B. "Service Response Logistics" 44th International Industrial Engineering Conference, May 23 - 26, 1993, Los Angeles, California.

Manrodt, Karl B. "An Introduction to Service Response Logistics" Iowa State University, March 24, 1993.

Manrodt, Karl B. "Logistics: Past, Present and Future" Merck Inter-Divisional Traffic Council, Atlanta, Georgia, November 17, 1992.

Manrodt, Karl B. "Organizing Support Services to Enable Front Line Personnel to Better Respond to Customers", American Marketing Association's Frontiers in Services Conference, Nashville, Tennessee September 24-26, 1992.

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Manrodt, Karl B. "A Discussion of Service Response Logistics" Delta Nu Alpha Professional Chapter, Atlanta Georgia, September 14, 1992.

Davis, Frank W. Jr., and Karl B. Manrodt "Service Response Logistics: Theory and Practice" Society of Logistics Engineers Annual Conference, Indianapolis, Indiana, August 3-6, 1992.

### **SELECTED INTERVIEWS**

Interviewed for 'Managing Costs in the DC,' WERCSheet, January 2008. Cover story, pages 1 – 3.

Interviewed by Dan Gilmore, Editor, Supply Chain Digest, October 2007. Interview was done as a web video. <http://www.scdigest.com/assets/newsviews/07-10-30-1.php?cid=1330&ctype=content>

Interviewed by James Cooke, Editor, CSCMP Supply Chain Quarterly, October 2007. Interview was done as a web video.  
[http://www.dcvelocity.com/postconference/video/launch.php?filename=Karl\\_Manrodt](http://www.dcvelocity.com/postconference/video/launch.php?filename=Karl_Manrodt)

Interviewed by Peter Bradley for "We're gonna need a bigger box," DC Velocity, March 2007.  
[http://www.dcvelocity.com/print/?article\\_id=716](http://www.dcvelocity.com/print/?article_id=716)

Interviewed by Mitch Mac Donald for a "dc thoughtleader" article. DC Velocity, June 2006, pages 23 – 28.

Interviewed by John Kerr. Article appeared in Logistics Management entitled "What Does "Lean' Really Mean?" May 1, 2006.

Interviewed by William Hoffman, Article appeared in the cover story of trafficWORLD, November 11, 2005. Commented on the findings of the 2005 Trends and Issues Study. Quoted in trafficWORLD four times over four years.

Interviewed by Walter Woods, Article appeared in the Atlanta Journal Constitution, October 6, 2005. Commented on the impact of the IKEA distribution center opening in Savannah, GA.

Interviewed by James Cooke, Executive Editor of Logistics Management. The article was featured on the cover of the September 2005 magazine; pp. 32 – 38.

Interviewed by Bennett Voyles. Article appeared in Operations & Fulfillment, January 1, 2005.  
[http://www.findarticles.com/p/articles/mi\\_m0KYT/is\\_1\\_13/ai\\_n8685928](http://www.findarticles.com/p/articles/mi_m0KYT/is_1_13/ai_n8685928).

Interviewed by Ben Werner. Article appeared in The State.com, March 26, 2004.  
<http://www.realcities.com/mld/state/news/local/8280060.htm>.

Interviewed by Ken Cottrill. Article appeared in traffic World, October 6, 2003, Vol. 267, No. 40, pp. 15 – 16.

Interviewed by Amy Zuckerman, July 11, 2003 for an article to appear in Fortune, September 1, 2003.

Interviewed by Dave Hannon, Associate Editor, Purchasing Magazine, July 11, for an article to appear in Fall 2003.

Interviewed by Kevin Fitzgerald November 13, 2002 for an article on visibility in the supply chain, DC Velocity, Vol. 1, No. 1, January 2003.

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Interviewed by Chris Dupen, "Cars and Ports," The Journal of Commerce, Vol. 3, Issue 44, November 4 – 10, 2002, pp. 12 – 14. Cover story.

Interviewed by Peter Bradley, "How Far Can You See: 11<sup>th</sup> Annual Giants of Shipping Survey," Logistics Management & Distribution Report, Vol. 41, No. 9, September 2002, pp. 27 – 34. This year's study was again highlighted on the cover. The magazine has a circulation of 83,000 transportation and logistics professionals across the United States.

Interviewed by Jim Whalen, Logistics Management & Distribution Report, on an article on metrics in logistics, March 14, 2002.

Interviewed by Sue Mitchell for article titled "Web-based logistics drive transportation efficiencies," The Business Journal, January 25, 2002, Vol. 16, Number 44. Web site: <http://charlotte.bcentral.com/charlotte/stories/2002/01/28/focus3.html>.

Bradley, Peter, "When the Bear Comes to Call," Logistics Management & Distribution Report, Vol. 40, No. 9, September 2001, pp. 45 – 53. The tenth annual study of transportation trends and issues has appeared in the Logistics Management and Distribution Report for the past ten years. Cover story for the past decade.

Mazel, Joseph L., "Six Factors Key to Logistics Excellence," IOMA's Report on Managing Logistics, Issue 11 – 01, November 2001, p. 6.

Parker, Rick, "Collaborative Logistics," Wall Street Journal August 13, 2001.

Cottrill, Ken, "Measured Approach," Traffic World, Vol. 265, No. 42, October 15, 2001, p. 13. Traffic World has a circulation base in excess of 80,000.

Weart, Walter, "What is your cycle time?," CLO, March 2000, Vol. 1, No. 1, pp. 12 – 16. Approximately 15,000 subscribers.

Pohlmann, Tom, "Supply Nets Recast High-Tech," January 2001, Forrester, Inc. Forrester is a leading research house.

Schultz, George, December 13, 2001 for an article on metrics and strategy. Independent reporter.

Interviewed by James Cooke, "Logistics Management and Distribution Report," on performance measures in logistics, November 27, 2000.

Interviewed as a subject matter expert by Mike McGarr of "E-commerce World," November 20, 2000 for article that will appear in January 2001 issue.

Forsyth, Gordon, "Moving Information: It's as important as moving freight. But are transport providers ready?" American Shipper, August 1999.

## **PROFESSIONAL ACTIVITIES**

*Faculty member*, Materials Handling Teacher's Institute, June 2009. Selected as one of two business faculty to teach in an intense material handling course for new faculty in the discipline. The course is managed by CICMHE, a part of MHIA.

*Ad hoc reviewer*, The Handbook of Technology Management, Hossein Bidgoli, Editor-in-Chief, September 2008.

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*Editor, Journal of Transportation Management*, October 2007 – December 2009. This journal is published by Delta Nu Alpha.

*Editorial Board, Supply Chain Quarterly*, May 2007 – present. This journal is published by the Council of Supply Chain Management Professionals.

*Ad hoc reviewer, International Journal of Information and Operations Management Education*, May 2007.

*Track Chair, Production and Operations Management Society (POMS)*, chairing the track on Supply Chain Disruptions, April 28 – May 1, 2006, Boston, MA.

*Board of Directors, College Industry Council on Materials Handling Education (CICMHE), Materials Handling Institute*. The Council promotes awareness and understanding of materials handling in academia and industry. January 2006 – January 2010. Serving as the Content Committee's chair, March 2008 – January 2010.

*Board of Directors, Council of Supply Chain Management Professionals*, chairing the Education Strategies Committee, Fall 2005 – Fall 2006.

*Knowledge Team Lead – Metrics, WERC Knowledge Committee*, Fall 2005 – April 2007. Responsible for assembling and managing team of academics, consultants and practitioners to identify leading edge research in the area of metrics. Research selected by the team will be posted on WERC's web site for members.

*Program Chair, 2004 Council of Logistics Management Annual Conference*. Responsible for selecting track chairs, track topics and oversee the selection of conference speakers.

*Editorial Review Board, Council of Logistics Management*. Review of articles and case studies for the Connective Technology project. June 2003 – July 2007.

*Student Roundtable Advisor, Council of Logistics Management*. Member of the CLM Roundtable Advisory Board. Responsible for establishing, developing, monitoring and managing student roundtables. March 2003 – November 2004.

*Faculty Representative, Distinguished Service Award Committee for the Council of Logistics Management*. Assisted in evaluating and selecting the 2003 Distinguished Service Award winner for the Council of Logistics Management. This is the Council's most prestigious award. November 2002 – March 2003.

*Editorial Advisory Board, DC Velocity*, October 2002 – present. Also serving as an editor for a series of articles on leadership in supply chain management. The monthly magazine has a circulation of over 50,000.

*Session Chair – Current Research, Logistics Educators Conference for the Council of Logistics Management's 2003 Conference, Chicago, IL*. September 2002 – September 2003.

*Panelist, National Science Foundation*. Assisted in evaluating research proposals on domestic terrorism and its supply chain implications, Washington, August 29, 2002.

*Reviewer, Council of Logistics Management Educator's Conference*, 1995, 1997, 1998, 1999, 2001, 2002, 2003, 2004, 2005, 2006.

*Track Chair, Warehouse Education and Research Council*. Responsible for recruiting speakers in the area of metrics. Chicago, IL, April, 2002.

*Reviewer, Journal of Business Logistics*, January 2002 – present.

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*Vice President of Education, Atlanta Council of Logistics Management Roundtable*, Responsible for assisting the area in communicating with area colleges and universities. July 2001 – August 2004.

*Advisory Board, Journal of Transportation Management*, Fall 2001 – present.

*Associate Editor, Journal of Transportation Management*, Fall 2000 – present.

*Board of Advisors, Elogex Inc., Charlotte NC*. Serve in an advisory role for an application service provider in the transportation planning, management and execution area. May 2000 – May 2001.

*Speakers Bank Member, Council of Logistics Management*. Consists of “those individuals considered by the Council and it’s roundtable to be exceptional, well-known presenters/speakers.” Fall 2000 – present.

*Academic Council, Efficient Healthcare Consumer Response – Improving the Efficiency of the Healthcare Supply Chain* – Served in an advisory role for this study sponsored in part by the American Hospital Association, Health Industry Distributors Association as well as the business community. 1996 – 1997.

*Reviewer, Services Marketing Track, Academy of Marketing Science Conference*, 1994.

*Scholarship Committee - Delta Nu Alpha Chapter 162*. Helped evaluate and select student to receive a scholarship from the Chapter. Spring 1993.

*Track Chairperson, Council of Logistics Management - Served as Track Chairperson for the 1992 Annual Conference on the topic of Service Response Logistics*. Fall 1991 - Fall 1992.

#### **UNIVERSITY AND COLLEGE SERVICE ACTIVITIES**

*Search Committee, Department of Management, Marketing and Logistics, Georgia Southern University*. September 2009 – present.

*Faculty Advisor, Logistics Career Fair, October 29, 2009*.

*Faculty Advisor, Logistics Career Fair, February 26, 2009*.

*Faculty Advisor, Logistics Career Fair, October 23, 2008*.

*Faculty Advisor, Logistics Career Fair, February 28, 2008*.

*Faculty Advisor, Logistics Career Fair, October 25, 2007*.

*Search Committee, Department of Management, Marketing and Logistics, Georgia Southern University*. August 2007 – present.

*Student Retention and Instructional Resources Committee, Chair, College of Business Administration, Georgia Southern University*. August 2007 – May 2009.

*Faculty Advisor, Logistics Career Fair, February 29, 2007*.

*Faculty Advisor, Logistics Career Fair, October 5, 2006*.

*Faculty Advisor, Logistics Career Fair, February 23, 2006*.

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*Search Committee*, Department of Management, Marketing and Logistics, Georgia Southern University. September 2005 – February 2006.

*Assessment Task Force*, Committee Member, College of Business Administration, Georgia Southern University, September 2005 – September 2008. Departmental representative on task force working on developing assessment metrics for AACSB accreditation.

*Alternate*, University Faculty Grievance Committee, Fall 2005 – Fall 2007.

*Faculty Advisor*, Logistics Career Fair, each semester starting in Spring 2002.

*Faculty Advisor*, Logistics Mock interviews, October 29, 2004. Responsible for recruiting business leaders to interview logistics students and provide feedback.

*Post Tenure Review Committee*, Fall 2004. Department of Management, Marketing & Logistics, Georgia Southern University.

*Faculty Advisor*, Logistics Career Fair, October 13, 2003. Joint career fair organized with Clayton State University and Auburn University.

*Search Chair*, Department of Management, Marketing and Logistics, Georgia Southern University. September 2003 – February 2004.

*Faculty Advisor*, Women In Business Seminar, April 10, 2003.

*Faculty Advisor*, Georgia International Trade Forum, November 6<sup>th</sup> – 7<sup>th</sup> 2002, Savannah, GA.

*Faculty Welfare Committee*, committee of the Faculty Senate, Georgia Southern University, May 2002 – 2004.

*Faculty Advisor*, Women In Business Seminar, April 11, 2002.

*Track Chair*, Warehouse Education and Research Council. Responsible for recruiting speakers in the area of metrics. Chicago, IL, April, 2002.

*Faculty Advisor*, International Logistics Case Study Competition, February 21 – 23, 2002.

*Director*, Center for Logistics and Intermodal Transportation, Georgia Southern University, July 2001 – August 2003. Responsible for research activities and promotion of internship and co-op experiences.

*Search Committee Member*, School of Information Technology, Georgia Southern University. Served on the search committee for the initial faculty for the School. Successfully recruited two candidates. Spring, 2001.

*Dean Search Committee*, College of Business, Georgia Southern University. Fall 2001.

*Faculty Senate Senator*, Georgia Southern University, Fall 2001 – June 2004.

*Department Business Facilitator*, Department of Information Systems & Logistics, Georgia Southern University. Fall 2001 – Spring 2003.

*Awards and Scholarship Committee*, Department of Information Systems & Logistics, Georgia Southern University. Fall 2000 – Fall 2002.

*Associate Editor*, Journal of Transportation Management, Fall 2000 – present.

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*Associate Director, Southern Center for Logistics and Intermodal Transportation, Georgia Southern University, Fall 2000 – present.*

*Board of Directors, Supply Chain Strategy & Management Forum, University of Tennessee. Served as member of board to assist the Forum in strategic direction and operational effectiveness. The Supply Chain Forum is a research effort designed to stimulate leading edge research with industry members on the topic of supply chain management. 1996 – 2000.*

*Faculty Advisor, Logistics and Transportation Association, University of Tennessee - Responsible for assisting undergraduate students in the development and management of new logistics and transportation association. Organization grew from 6 students to over 110 paid members. August 1995 to May 1997.*

*Director of Undergraduate Advising, Department of Marketing, Logistics and Transportation, University of Tennessee - Responsible for curriculum and career advising for all declared Logistics and Transportation majors. Counseled over 120 students each semester. Fall 1992 - Fall 1993.*

*Faculty Coordinator - Responsible for selecting and coaching a team of undergraduate students to compete in the Pittsburgh Council of Logistics Management Roundtable College Competition. Spring 1992; Spring 1993.*

## **SELECTED BUSINESS EXPERIENCE**

### **RS Components, Corby, England**

*Customer Liaison Intern. Collected, analyzed, and reviewed data concerning problems in the customer service area. Suggested various improvements that have been implemented by the firm. June 1989- August 1989.*

### **GPE, Inc., Columbus, Ohio**

*General Manager. Supervised the service, delivery and clerical staff of this power equipment company. Hired, trained, reviewed performance and scheduled tasks based on employee skills. Successfully turned Parts and Service into a profitable segment. September 1985 - September 1987.*

### **Great American Opportunities, Inc., Nashville, Tennessee**

*Field Manager. Promoted to recruit, interview, manage and motivate fund raisers in the Ohio and Michigan region. Involved in planning organizational meetings and one-on-one conferences. March 1982 - September 1985.*

*Account Representative. Serviced various organizations in Ohio in raising needed capital. This position required extensive public speaking, market planning, problem solving and scheduling.*