

# Reinventing your Supply-Chain

What are  
your current  
needs today?



# Topics

- Background
- How do you currently operate?
- Breaking down the process (What are your needs?)
- Opportunities for change
- New Thinking
- Future Outlook



# Background

- Graduate of the U.S. Merchant Marine Academy-
  - Kings Point, NY
- Graduate of George Mason University (Masters Program)
  - Transportation, Policy, Operations and Logistics
- U.S. Marine Corps Officer (Captain-Logistics Officer)
- Thirds-Mate License (Unlimited)
- Horizon Lines of Puerto Rico-Management
- Island**wide**-Vice President of Sales and Market development



# How do you currently operate?



<http://www.youtube.com/watch?v=xc78dKDVyk>



# Breaking down the process

“How can we be aggressive if we don't know who we are tackling.”

Vince Lombardi



# Opportunities for Change



# Opportunities for Change



← 1



← 2

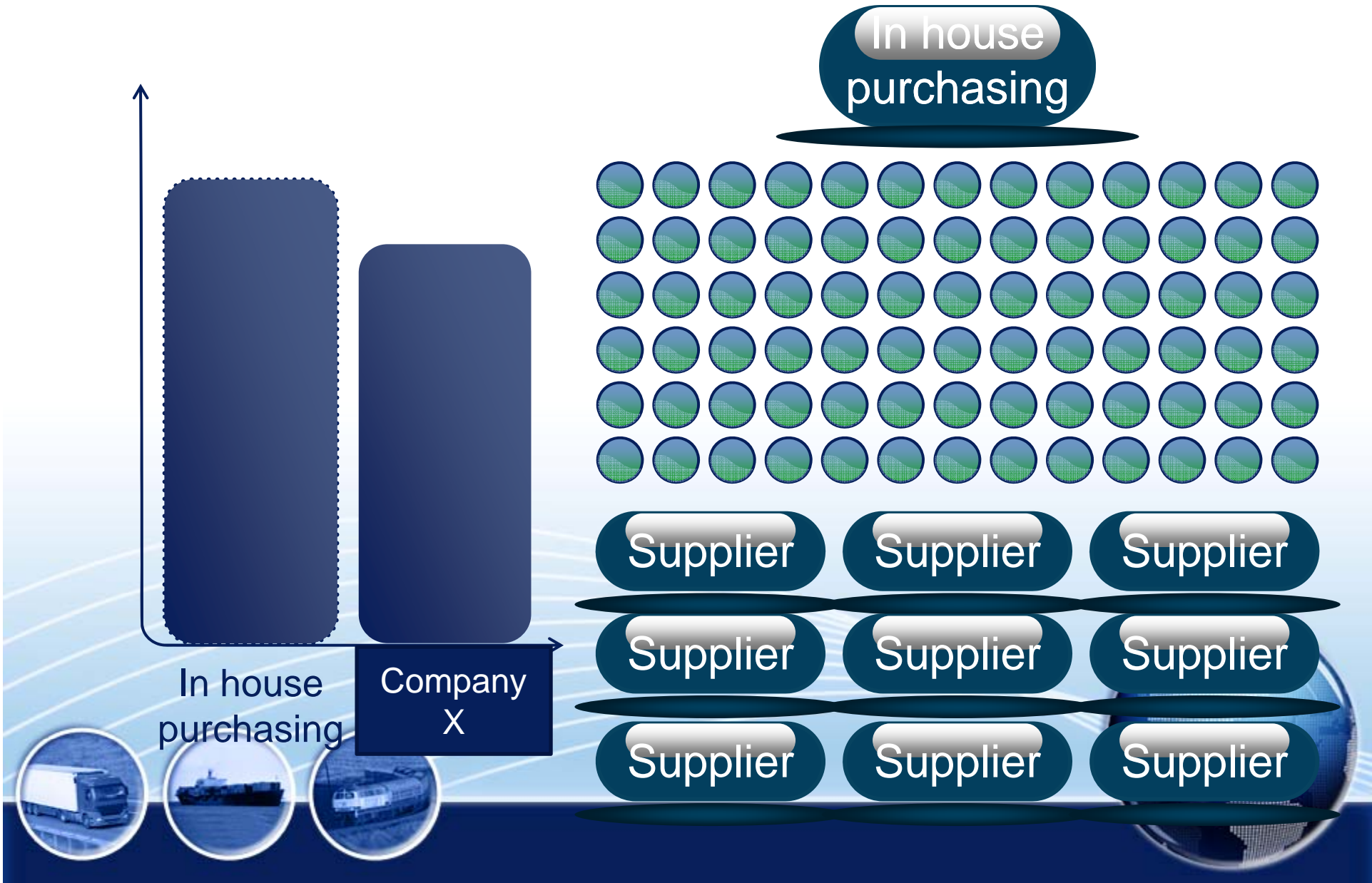
TOYOTA



← 3



# Opportunities for Change



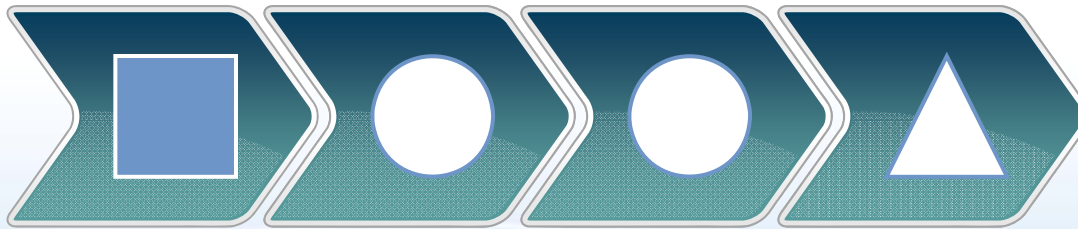
# New Thinking

[http://www.ted.com/talks/lang/eng/david\\_kelley\\_on\\_human\\_centered\\_design.html](http://www.ted.com/talks/lang/eng/david_kelley_on_human_centered_design.html)

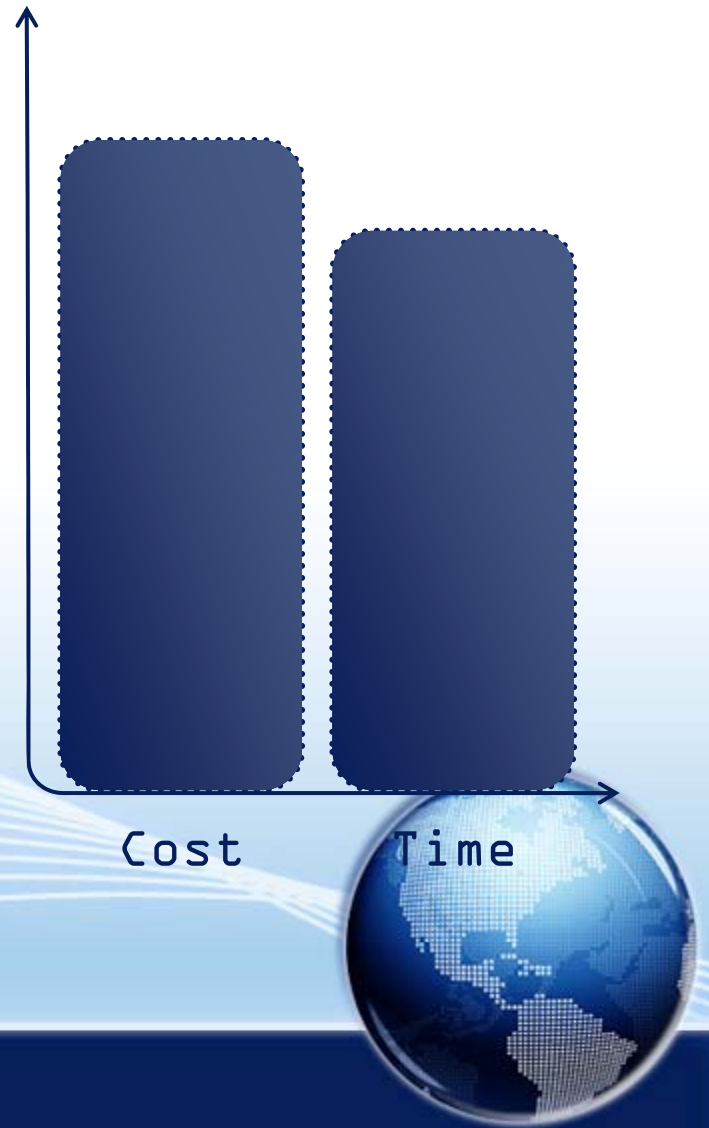


# New Thinking

Company  
X



Product manufacture



# New Thinking

- New Transportation Infrastructure (Short-Sea-Shipping?)
- New Containers (Flexible Container)
- Monorail System (Bike Route)
- Consolidation/leverage in buying
- Packaging/formulas



Thank you!

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