

Tuesday, March 23, 2021



GREATER GREEN BAY DRIVING THE INDUSTRY

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Greater Green Bay WI continues to be the transportation and logistics hub of North America, boasts recent successes, tremendous career opportunities

The Greater Green Bay area is continuing to see great opportunity in trucking and logistics for many companies and professionals in the area. Nationally, Green Bay has become one of the main hubs for transportation and logistics.

According to MatchBack Systems CEO, Todd Ericksrud, "People in our industry definitely recognize Greater Green Bay as the hub for supply chain business and talent. We have a depth of experience and competency that stacks up against any other region. We live and breathe logistics in Green Bay!"

The experience in the area is hard to match up to, especially with giants like Schneider and FedEx Logistics coming out of Green Bay. Besides the experts and corporations, what else does Green Bay have to offer?

Unmatched concentration of Transportation and Logistics companies and professionals

The proximity of all these corporations is unlike most other areas in the country. This proximity has provided the opportunity for growth and continues to create room for businesses and professionals to grow in logistics and transportation.

Matt Schaub director at C.H. Robinson shares, "with \$21 billion in freight under management and 19 million shipments

annually, C.H. Robinson is one of the world's largest logistics platforms. We deliver solutions for our 105,000 customers and 73,000 contract carriers. There is opportunity to join our growing team in Green Bay as an Operations Representative to innovate, solve problems, have fun, and thrive."



Ben Schill, vice president at PTI (Paper Transport Inc.), explains that the physical closeness of these organizations "promotes strong relationships and ties among many of the organizations; this leads to further innovation, additional startups and more momentum for the industry right in front of us."

Schill continues, "I am not aware of another region in the country that has such a heavy concentration of transportation and supply chain companies. What's really unique is the companies range from some of the largest asset-based transportation suppliers to non-asset logistics companies as well as supply chain technology vendors."

With a range of companies in one area, it makes it easy to understand the industry, brainstorm future improvements and, generally, grow as a professional.

"The great thing about the Greater Green Bay area," Ryan Bannach manager, customer strategy & engagement from FedEx Logistics states, "is the plethora of transportation and logistics companies.

“We are all rooted in the hardworking Midwest mentality and are focused on meeting the needs of customers.”

- Ryan Bannach



Schneider, a pioneer of the Green Bay transportation and logistics business celebrating their 86th anniversary March 2021, continues to see the value in their hometown and have seen how Green Bay has become key to the supply chain industry.

“Green Bay has and continues to be a great location for those companies and individuals looking to work in the transportation and logistics industry,” said Todd Jadin, Schneider vice president of Associate Relations and Talent Management.

KBX Logistics, the supply chain arm of Koch Industries provides domestic and international logistics services with all modes of transportation for their customers. Powered by cutting-edge technologies and innovative solutions for their customers’ freight needs, KBX has called Green Bay home for more than 100 years. The company sees Green Bay as a strategic, central hub for operations with no shortage of exceptional talent.

“KBX manages more than 8,000 shipments a day supported by more than 400 transportation and technology professionals,” said Paul Snider, president of KBX Logistics. “We approach freight logistics through optimization that enhances service, increases capacity and reduces costs in a safe, sustainable, and efficient way. Being in Green Bay, a leading city for supply chain logistics, helps us accomplish our important work.”

Unlimited opportunity for transportation and supply chain logistics career growth

With all these organizations continually advancing in the industry, this feeds into growth both for the companies in a physical and financial way, and the professionals looking at future careers.

There is no need to move around the country to advance a career; everything professionals are looking for in employers and for professional development is in the region.

Amy Sabourin, vice president of human resources and associates services at J. J. Keller & Associates, Inc. says they are experiencing tremendous growth and seeing exceptional

opportunities for professionals in a variety of transportation and logistics careers—from sales to risk management.

“At J. J. Keller & Associates, Inc., we’re experiencing continual growth for those with a strong background in transportation and logistics. Headquartered in Neenah, Wisconsin, we have associates working on-site but also remotely throughout Greater Green Bay and the Fox Valley.

“That includes experts on our transportation safety, compliance and risk management consulting, content and sales teams. For these positions, the same mindset and experiences that

make someone a great fit for a traditional transporter or logistics company are what we’re seeking here at J. J. Keller.”

Britton Durham, a senior recruiter for America’s Service Line explains, “People have significant transportation and supply chain career opportunities in the Greater Green Bay area. Likewise, if they move to Green Bay, they can plant roots and be assured that opportunity is here for them.”

Highly successful, family-owned companies in Green Bay are seeing career growth for their employees within their company. At Premier Logistics, they are “beginning to add layers of management and will eventually need to break out departments for Maintenance, HR, Compliance, IT, etc.” says Bill Hawley, owner, Premier Logistics





In addition to growth in careers, there are also opportunities to move into other positions. Even if you start in transportation in one position, there is room to grow into another position or a completely different department.

There are many positions that people may not associate with this industry but would enjoy switching into. Usual positions for most industries, including logistics, include Finance, Accounting, HR, Sales, IT, Marketing, but a few positions most may not think of are analysts and data scientists.

According to Britton Durham, America's Service Line, the need for analysts "has grown for us over the last few years, and they work in all areas of our business. Data is important, and having people skilled in mining and understanding the data is critical for our business."

Schneider's Todd Jadin agrees, "Our technology roles in particular bring a unique perspective to those interested in the technology field. Optimization, automation and scheduling tools require engineers, data scientists and programmers that most don't attribute to being in transportation and logistics."

The technical schools and universities in the greater Green Bay area also support the growth of professionals in the transportation and logistics industry by providing degrees and certificates to train for industry skills.

Per Britton Durham, America's Service Line is a sponsor of the Ahnapee Youth Apprenticeship Consortium which creates a partnership with local high schools to bring skilled trades back into these schools.

With this partnership, the schools hope to establish a Diesel Program with an instructor from a local technical school to teach truck and farm tractor maintenance and repair to students looking for a career in skilled trades.

In the greater Green Bay area, there is an overabundance of opportunity to gain experience, learn, and have tremendous success-- all while staying in the same industry.

The successes and opportunities in transportation, logistics and supply chain are limitless.

Many companies in this industry have positioned themselves in the region for their

companies success. Due to the location among other industry corporations and the rich market of possible employees, they have found many additional benefits to growing a company in Green Bay.

"Since our inception, we have enjoyed great growth and opportunity as a result of the resources around us. We have been able to grow due to the high level of quality teammates in the area in combination with the demand for our services," says Ryan Bannach from FedEx Logistics.

Schneider's Jadin agrees the successes of all companies in the area saying only beget more success for the companies collectively. The more providers that grow and prosper in the Green Bay area leads to greater opportunities for customers, employers and aspiring employees.



There is no better time to be a part of one of the transportations and logistics, or logistics tech companies in the Greater Green Bay, WI, area. The region is North America's strong hold for the industry and all indications show no sign of this growth, opportunities and successes to stop anytime soon.

<https://www.greatergbc.org/economic-development/transportation-and-logistics/>