
Dr. David S. Widdifield

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Professional Profile

Accomplished Senior Supply Chain professional with 26 years of demonstrated expertise in retail supply chain operations, executive leadership, project management, data analysis, supplier relationship management, and technology development. Offering a unique leadership background built upon a 17-year career in the United States Army, earning the rank of Captain. Effective communicator with excellent planning, organizational, and negotiation strengths as well as the ability to lead, reach consensus, establish goals, and drive results. Seasoned educator with more than 10 years of experience in collegiate faculty and program director roles, as well as adjunct teaching experience comprised of curriculum development, classroom lecturing, and undergraduate and graduate-level program administration.

Education

DM, Doctorate of Management • Weatherhead School of Management • Case Western Reserve University • Cleveland, OH • May 2014

Dissertation: *Supply Chain Management Performance: Factors Contributing to Successful Risk Mitigation & Resiliency*

MBA, Business Administration • Franklin University • Columbus, OH • December 1996

B.S., Computer Information Systems • DeVry University • Columbus, OH • February 2004

B.S., Business Management • Franklin University • Columbus, OH • April 1992

B.S., Human Resources Management • Franklin University, Columbus, OH • April 1992

Academic Awards and Honors

Distinguished Senior Lecturer Nomination • Ohio State University • Columbus OH • 2012, 2013

Distinguished Undergraduate Professor • Ohio State University • Columbus, OH • 2012

Distinguished Masters in Business Logistics Engineering Professor • Ohio State University • Columbus, OH • 2012

Academic / Teaching Experience

Clinical Associate Professor & Program Director, MS Supply Chain Management • University of Texas at Dallas • Naveen Jindal School of Management • Dallas, TX • 2019-Present

Assistant Professor & Program Director, MA & MS in Management • Dallas Baptist University • College of Management • Dallas, TX • 2018-2019

Adjunct Professor • University of Texas at Dallas • Naveen Jindal School of Management • Dallas, TX • 2018-2019

Adjunct Professor • Ohio State University • Fisher College of Business • Columbus, OH • 2018-Present

Program Director and Senior Lecturer • Ohio State University • Fisher College of Business • Columbus, OH • 2010-2015

Adjunct Professor • Ohio State University • Fisher College of Business • Columbus, OH • 2005-2010

Courses Taught

M&L 7380: Strategic Logistics Management
M&L 5389: Logistics Decision Making
M&L 4388: Warehouse Operations
M&L 3380: Logistics Management
M&L 784: Transportation Management
M&L 782: Logistics Decision Making
M&L 780: Logistics Management
OPRE 3310: Operations Management
OPRE 4330: Logistics and Inventory Management
MANA 6358: Business Negotiation and Conflict Resolution
MANA 6373: Business Strategy & Planning
SCM 6301: Global Supply Chain Management
SCM 6320: Strategic Logistics Management

Professional Experience

Global Director, Retail Solutions • Crane Worldwide Logistics, Houston, TX • 2015-2018
Senior Manager Logistics Systems • DSW Inc., Columbus, OH • 2003-2010
Senior Operations Manager • Abercrombie & Fitch, New Albany, OH • 1999-2003
Operations Supervisor • Lane Bryant/Limited Inc., Reynoldsburg, OH • 1997-1999
Transportation Supervisor • Heinz USA/Rail Van Inc., Worthington, OH • 1993-1997

Highlights of Professional Experience

Operations Management

- Directed logistics operations teams of up to nearly 50 employees with full accountability for all aspects of Human Resource management and a track record of mentoring individuals to next level promotions and career success
- Oversaw all aspects of distribution center operations for Abercrombie & Fitch and DSW and managed inventory control, order processing, and shipping logistics to more than 700 stores nationwide
- Led cross-functional teams comprised of Finance, Internal Audit, Loss Prevention, and Merchandising in the development and implementation of DSW corporate inventory policies
- Effectively managed annual physical inventory at distribution facilities in Columbus and Los Angeles, averaging only \$36,000 in inventory shrinkage on annual sales of \$2 billion
- Developed annual and quarterly corporate finance, logistics, and merchandising inventory performance reports using MS Access, MS Excel, SAP Business Objects, and SAP Crystal Reports
- Prepared detailed inventory management strategies for distribution centers and stores, accounting for costs associated with inventory loss and total cost valuation at unit cost and retail price
- Served as logistics subject matter expert (SME) for IT teams in the development, implementation, and modification of all integrated supply chain software and logistics systems

Project Management – Logistics Systems and Technology

- Program Manager responsible for developing and implementing inventory replenishment systems and processes to support DSW's size replenishment program at all 307 retail stores
- Managed outbound logistics capacity and transportation sourcing to grow network capabilities to meet capacity requirement of 3.4 million units
- Spearheaded projects for the implementation of new warehouse control system (WCS) and warehouse management system (WMS) for Abercrombie and Fitch, DSW, and Value City Department Store retail distribution networks
- Developed and implemented systems to support logistics operations, including product distribution and replenishment strategies, systems integrations, selection of hardware, quality assurance testing, and ongoing support and training
- Key member of the executive team responsible for the review, evaluation, and selection of West Coast third party service provider, which produced more than \$100 million in transportation savings
- Accountable for data analysis of vendor EDI transmissions for integration into EDI translator, WMS, and corporate PO systems using ANSI X12, MS Access, PSQL, and SAP Crystal Reports
- Project leader for evaluation and implementation of JDA Merchandise Management System and Jesta PO management system for interface with Manhattan Associates WMOS system for DC operations

Senior Management | Executive Strategy

- Leader of fast-moving consumer goods (FMCG) retail sector generating \$38 million in annual revenues for both brick and mortar and ecommerce product distribution channels
- Direct operations for a 600,000 ft² multi-distribution center network providing contract warehousing, distribution and fulfillment, manufacturing, and packaging services to clients in the automotive, apparel, beverage, food, fragrances, and footwear sectors
- Member of Vista Packaging and Logistics Board of Directors responsible for working with key members of the executive team in the management of the company's \$10 million in revenue
- Manage global retail supply chain solutions and analyze client supply chain solutions for cost reduction opportunities, risk management, and pricing strategies
- Aptitude for eliciting client needs and developing end-to-end supply chain solutions to address the current and future business needs requirements
- Ability to collaborate effectively with both internal teams and external partners, including Customer Service, Engineering, Operations, Marketing, Sales, Pricing, Quality Assurance, and Suppliers to drive organizational objectives and service excellence
- Perform statistical analysis of company, industry sector, and client data using tools such as MS Excel and MS Power BI to manage financial performance and service quality
- Utilize data analysis to identify emerging industry and market trends impacting company logistics and supply chain operations

Supplier Management and Relations

- Key corporate representative for both Abercrombie & Fitch and DSW in the negotiation and implementation logistics operations for factory imports to US distribution centers
- Developed vendor compliance policies and managed chargeback procedures for Abercrombie & Fitch and DSW resulting in the recovery of an average of \$1.5 million dollars in losses
- Regularly prepared corporate vendor information sessions for presentation at the Vendor Compliance Federation's semiannual conferences

- Analyzed vendor performance data using SAP Business Objects, Crystal Reports, and PSQL and established business goals related to volume, chargeback revenues, PO fulfillment, retail margin estimates, transportation costs and mode selection, and total landed cost

Supply Chain Consulting

- Provide supply chain operations, inventory management, logistics systems, supplier development, and policy/procedure consulting services to retailers earning over \$1 billion in the apparel, footwear, and sporting goods sectors
- Assist in the development, identification, and evaluation of logistics technology solutions related to distribution operations, inventory management, and supplier relations
- Perform statistical analysis of market, operational, and supplier data using tools such as MS Access, MS Excel, PSQL, and SPSS/AMOS to assess trends in demand, performance, and productivity
- Identified and developed reporting requirements from analysis output to determine whether supply chain programs were meeting established goals and implemented corrective actions as required to manage business or performance changes

Transportation Management

- Oversaw the movement of 26,000 FTL outbound shipments to customer locations across the U.S. while managing a transportation budget of \$1.3 million annually
- Managed carrier and driver compliance programs for company-owned and third-party carriers to evaluate transportation performance related to claims, on-time delivery and pick-up, routing, and turn-down rates
- Generated carrier scorecards and negotiated annual service contracts for new and existing carrier commitments with third-party transportation providers
- Directed the outbound shipping of finished product using internal and third-party air, motor, rail, and water assets to meet company and customer service goals
- Analyzed carrier performance data using MS Access and Excel to develop and publish corporate performance reports detailing carrier performance

Supply Chain Technology

Supply Chain Visibility/Transportation Management

- Amber Road Trade Automation
- Kewill TMS

Merchandise/Inventory/Supplier Management

- JDA Merchandise Management System
- Jesta PO Management System

DC Operations/Inventory Control/Performance Analysis/Reporting

- SAP Business Objects
- Manhattan Associates WMOS
- Oracle WMS
- Red Prairie LMS
- Manhattan Associates LMS

Analytics & Data Modeling/Reporting

- IBM SPSS/AMOS
- MS Power BI

- SAP Crystal Reports
- MS Excel

Database Development/Administration/Reporting

- DB2 Program Language
- MS Access

EDI Development & Integration

- ANSI/VICS X12 Program Language
- ecVision Amber Road Community
- IBM Sterling B2B Integrator
- XML Program Language

Programming Development

- COBOL
- Unix
- JCL
- PSQL (Query Building and Reporting)

Web Page Development

- HTML
- Java
- Perl
- Visual Basic

Network Setup and Administration

- Novell Netware/Network

Professional Skills

- Application Development
- Contract Negotiation and Administration
- Executive Management
- Distribution Center Operations
- Personnel Development and Management
- Project Management
- Risk Management
- Statistical Analysis and Reporting
- Supplier Relationship Management
- Supply Chain Consulting
- Systems Design and Development
- Training Plan Development and Implementation
- Transportation Management and Operations

Certifications and Training

- Lean Six Sigma • Villanova University, Philadelphia, PA • 2007
- EDI Message Mapping and Translator Administration • IBM/Sterling Commerce, Dublin, OH • 2001
- MS Access • Columbus State Community College and L Brands, Columbus, OH • 1998
- MS Excel • Columbus State Community College and L Brands, Columbus, OH • 1997
- Defense Transportation Management • US Army, Ft. Eustis, VA • 1993

- Joint Services Personal Property Course • US Army, Ft. Eustis, VA • 1993
- Freight Traffic Course • US Army, Ft. Eustis, VA • 1993
- Unit Movement Officer Deployment Planning Course • US Army, Ft. Eustis, VA • 1993
- Army Management in Logistics • US Army, Ft. Lee, VA • 1993
- Transportation Officer Basic Course • US Army, Ft. Eustis, VA • 1993
- Quartermaster Officer Basic Course • US Army, Ft. Lee, VA • 1992

Military Experience

United States Army, Infantry and Quartermaster Branches, 1984-2001

- Captain, 1998-2001
- 1st Lieutenant, 1992-1998
- Sergeant, 1987-1992
- Specialist Class 4, 1986-1987
- Private First Class, 1985-1986
- Private, 1984-1985

Military Commendations

US Air Force Patriot Award • Ohio Air National Guard • 2008

US Army Distinguished Military Graduate • 1992

National Defense Medal • 1991

US Army Good Conduct Medal • 1988

US Army Accommodation Medal • 1988

US Expert Marksman Badge • 1985, 1988, 1991

US Army Achievement Medal • 1985

Professional Affiliations

Board Member/Education • DFW Roundtable Council of Supply Chain Management Professionals • 2018-Present

Board Member/Reviewer • Journal of Business Logistics • Practitioners Advisory Board and Logistics Management • 2017-Present

Board Member • Columbus State Community College • Supply Chain Engineering and Management Program • 2016-Present

Board Member • Appalachian State University • Supply Chain Management Program • 2016-Present

Board Member • Project Search • Franklin County Developmental Disabilities • 2014-Present

Board Member/President • Columbus Roundtable Council of Supply Chain Management Professionals (CSCMP) • 2016-2017

Board Member/Education Co-Chair • Columbus Roundtable Council of Supply Chain Management Professionals (CSCMP) • 2010-2016

Board Member/Operations & Systems • Vista Packaging and Logistics • 2010-Present

Board Member/Technology Chair • Columbus Roundtable Council of Supply Chain Management Professionals (CSCMP) • 2005-2009

Beta Gamma Sigma • 2014-Present

Delta Epsilon Iota • 2004-Present

Institute of Supply Management • 2010-Present

Member/Presenter • Retail Value Chain Federation • 2004-Present

Reverse Logistics Association • 2010-Present

Tau Pi Phi • 1992-Present

Publications

Academic

Lalonde, B., Ginter, J., Zinn, W., and Widdifield, D.S. (2010). 2010 Survey of Career Patterns in Logistics (Council of Supply Management Professionals). Columbus, OH 43210: The Ohio State University and Council of Supply Chain Management Professionals.

Widdifield, D.S., Lingham, T., Pierce, G., Cooper, M.C. (2012). Understanding Supply Chain Resiliency: Identification of the Factors Contribution to Performance (Doctoral Dissertation). Case Western Reserve University. EDM Research Paper Archive. (<http://intranet.weatherhead.case.edu/edmResearch/details?id=14349>).

Widdifield, D. S., Cooper, M.C. Lingham, T., Somers, A. (2013). A Deciding Factor: How Managerial Decision Making Relates to Supply Chain Team Performance and Resiliency (Doctoral Dissertation). Case Western Reserve University. EDM Research Paper Archive. (<http://intranet.weatherhead.case.edu/edmResearch/details?id=14958>).

Widdifield, D. S., Lingham, T., and Lyytinen, K. (2014). Supply Chain Management Performance: Factors Contributing to Successful Risk Mitigation & Resiliency (Doctoral Dissertation). Cleveland, OH 44106: Case Western Reserve University, Weatherhead School of Management.

Cooper, M.C., Santosa, J., Hurst, D.C., Sanders, N. R., Cichosz, M., Andic, E., Polyviou, M., Haugtvedt, C.P., and Widdifield, D.S. (2014). 2014 Career Patterns of Women in Logistics (Council of Supply Management Professionals). Columbus, OH 43210: The Ohio State University and Council of Supply Chain Management.

Knemeyer, A.M., Croxton, K., Wan, S., Widdifield, D.S., and Taylor, D. (2017). Ship from Store Logistics Implications on Inventory Management Strategies (Department of Marketing and Logistics Working Paper). Columbus, OH 43210: The Ohio State University.

Professional

McCrea, B. (Supply Chain Management Review, January/February, 2011), "Taking a Global Approach to Education". Retrieved from http://www.scmr.com/article/taking_a_global_approach_to_education.

Bowman, B. (SupplyChainBrain, February 21, 2012), "Here's One Way to Close the Supply-Chain Talent Gap". Retrieved from <http://www.supplychainbrain.com/content/blogs/think-tank/blog/article/font-size2heres-one-way-to-close-the-supply-chain-talent-gapfont>.

Trebilcock, B. (Modern Materials Handling, March 24, 2014). "What's your talent strategy?" Retrieved from http://www.mmh.com/article/whats_your_talent_strategy.

Trebilcock, B. (Supply Chain Management Review, July 29, 2014). "Nothing Academic About This initiative: IBM and OSU Partnership". Retrieved from http://www.scmr.com/article/nothing_academic_about_this_initiative_ibm_and_osu_partnership.

McCurry, J. (Inbound Logistics, March, 2015) "Site Selection & E-Commerce: Tapping Regional Excellence". Retrieved from <http://www.inboundlogistics.com/cms/article/site-selection-e-commerce-tapping-regional-excellence>.

Mongelluzzo, B. (Journal of Commerce, October, 2015). "Disabled workers thrive in distribution centers". Retrieved from http://www.joc.com/international-logistics/disabled-workers-thrive-distribution-centers_20151019.html.

Widdifield, D. (Lloyd's Loading List, April, 2016). "The Hidden Risk: Supply Chain Slavery". Retrieved from http://www.lloydsloadinglist.com/freight-directory/adviceandinsight/Hidden-risks-in-logistics/66058.htm?utm_source=Lloyd%27s+Loading+List+Daily+News+Bulletin&utm_campaign=e91329f9bc-Wed_30_July7_30_2014&utm_medium=email&utm_term=0_1a5c244239-e91329f9bc-257569997#.V-cHtvkrLIU.

Widdifield, D. (Logistics Insights Asia, April, 2016). "Supply Chain Resiliency: Developing a Strong Posture." Retrieved from <http://www.logasiamag.com/2016/04/supply-chain-resiliency-developing-strong-posture/4>.

Widdifield, D. (Industry Insights, September, 2016). "Establishing an Omnichannel Service Level: Using Moments of Truth to Define Success". Retrieved from <http://www.craneww.com/industry-insight-september-19-2016>.

Widdifield, D. (Lloyd's Loading List, March 27, 2017). "Designing an on-demand logistics network". Retrieved from <http://www.lloydsloadinglist.com/freight-directory/adviceandinsight/Designing-an-on-demand-logistics-network/68920.htm#.WR3FXusrJhE>.

Conference Proceedings

Zinn, W. and Widdifield, D. (2010). "2010 Survey of Career Patterns in Logistics". Council of Supply Chain Management Professionals (CSCMP) Annual Conference, San Diego, California, USA, September 27, 2010.

Widdifield, D. (2012). "Rise of Modern Supply Chain Management". DHL Supply Chain Operations Managers Meeting (North America), Westerville, Ohio, USA, September 12, 2012.

Cooper, Martha, C., Santosa, John, Hurst, Deborah, C., Sanders, Nada, R., Cichosz, Marzenna, Andic, Esen, Polyviou, Mikaella, Haugtvedt, Curtis, P., and Widdifield, David. (2013) "2013 Career Patterns of Women in Logistics". Council of Supply Chain Management Professionals (CSCMP), Denver, Colorado, USA, October 23, 2013.

Widdifield, D. (2014) "Strategies in Omnichannel Logistics". FedEx Annual Operations Management Meeting, Memphis, Tennessee, USA, March 24, 2014.

Widdifield, D. and Gray, D. (2014) "IBM and OSU Partnership: Building the Future of the Supply Chain". IBM Smarter Commerce Global Summit, Tampa, Florida, USA, May 14, 2014.

Widdifield, D. (2015). "Master's in Business Logistics Engineering". DHL Supply Chain Integrated Logistics Design Managers Meeting (North America), Columbus, Ohio, USA, February 24, 2015.

Cooper, M.C., Santosa, J., Hurst, D.C., Sanders, N.R., Cichosz, M., Andic, E., Polyviou, M., Haugtvedt, C. P., and Widdifield, D. (2015) "2014 Career Patterns of Women in Logistics". Council of

Supply Chain Management Professionals (CSCMP), San Diego, California, USA, September 28, 2015.

Widdifield, D. (2015). "Statistical Analysis Methods and Tools in the Logistics Workplace-Use of Regression Modeling to Predict Operational Behavior." IBM North American Analytics Center, Dublin, Ohio, USA. October 14, 2015.

Widdifield, D. (2015) "Importance of Transportation and Warehouse Interface on Performance and Service" Journal of Commerce North American Port Performance Conference, Iselin, New Jersey, USA, December, 9, 2015.

Widdifield, D. (2017). "Omnichannel Analytics – Measuring Effectiveness Of Retailers' Omnichannel Strategies." Council of Supply Chain Management Professionals (CSCMP) 2017 Edge Conference. Atlanta, Georgia, USA. September 26, 2017

Widdifield, D. (2017). "Cargo Visibility – Technologies connecting marine terminals to distribution center and warehouse facilities." Journal of Commerce (JOC) North American Port Performance Conference, Newark, New Jersey. December 13, 2017.

Widdifield, D. (2018). "Omnichannel Logistics Trends" – Macro-trends in consumer behavior and technologies affecting supply chain design and operations. Dallas Baptist University (DBU) Supply Chain Lunch & Learn Industry seminar, Plano, Texas. February 20, 2018.

Widdifield, D. (2018). "The Distribution Center: A critical link in today's omnichannel environment – Redefinition and role of distribution center's operational scope to extend the digital and physical storefront." Dallas Baptist University (DBU) Supply Chain Lunch & Learn Industry seminar, Plano, Texas. October 23, 2018.

Widdifield, D. (2019). "NAFTA/China Tariffs." DFW Roundtable Council of Supply Chain Management Professionals Supply Chain Conference, Las Colinas, Texas. March 21, 2019.

Widdifield, D. (2019) "Discharge and Post Discharge Process Redesign & Cross-Continuum Care Management." Mount Carmel Health Systems, Ohio State University Fisher College of Business, & Visagio, Columbus, Ohio 43210. January 3-March 1, 2019.

Widdifield, D. (2019) "Designing a Retail Omnichannel Logistics Network." Ohio State University Fisher College of Business & Visagio/Unico Group, Columbus, Ohio 43210. March 2-May 25, 2019

Professional References

Dr. Martha Cooper

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Relationship:

Departmental Faculty and Research Member, Dissertation Advisor and Committee Member, Former President of the Council of Supply Chain Management Professionals, Professional Mentor at the Fisher College of Business, Department of Marketing and Logistics March 2008-August 2015

Dr. Thomas Goldsby

Professor of Logistics
Harry T. Mangurian, Jr. Foundation Professor
Chair, Marketing and Logistics
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Relationship:

Departmental Faculty and Research Member, Professional Mentor at the Fisher College of Business
June 2005-August 2015

Dr. Walter Zinn

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Relationship:

Department Chair, Faculty and Research Member, Dissertation Advisor, Former President of the Council of Supply Chain Management Professionals at the Fisher College of Business from June 2005-August 2015