

Barry S. Zall  
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## RESUME OF BARRY S. Zall

Barry is an experienced and accomplished professional in the transportation and logistics industry, an expert in strategies and innovations, and a true senior executive-type gentleman. He is a self-starter with a pioneering spirit, skilled in developing and managing business growth. He possesses strong interpersonal and communication skills, allowing him to collaborate effectively with colleagues and teams. He has experience managing multiple teams, with a proven track record of winning client assignments, finding creative ways to do more with less, and a history of successful business development both individually and in team settings.

### ACCOMPLISHMENTS

- Gained vast experience in building a business with learned intellectual property
- Recognized and well accepted as a top executive in a boardroom
- Developed self-insight into hidden obstructions for business fairness and reasonableness
- Developed self-taught legal interpretation of contract fallacies and concerns
- Accepted as a member of the Association of Transportation Law Professionals
- 35+ years of relevant strategies in transportation and logistics innovations
- Developed markets for created new concepts and services
- Innovated strategic reporting concepts for negotiations and contract pricings
- Created new business opportunities through proactive lead generation
- Spearheaded new business pitches to sell to Fortune 500 client bases
- Learned interpersonal relationship skills and the ability to interact effectively with senior executives and employees in all areas of a company
- Created ability to sententiously and successfully gain the respect of clients, colleagues, and staff
- He maintains open and efficient lines of communication at all times
- Became self with high energy, driven, focused, and assertive to become a results-oriented person

### WORK EXPERIENCE

- Optimum Expenditures Group, LLC, Millington, NJ, CEO/Consultant — 08/2011
- US Audits & Compliance LLC, Millington, NJ, CEO-Chief Compliance Officer — 08/2011
- Intelligent Audit, Rochelle Park, NJ – Vice President of Freight Spend Optimization – 2010 - 2011
- Distribution Systems, Union, NJ — President/Consultant — 01/1975 - 08/2011
- National Starch & Chemical, Finderne, NJ – Senior Transportation Analyst – 1970-1975
- Numerax Inc., Fort Lee, NJ – 1968-1969
- Lever Bros, New York, NY – 1967 – 1968
- Standard Brands, New York – 1966 - 1967
- Celanese Corporation, New York, NY – 1965 – 1966

*Over \$5 million in software development  
For  
OPTMtelligence Reporting Systems  
2014 - 2020*

I created a one-page roadmap that highlights areas where investigations are needed for cost structure savings opportunities. The studies include class, FAK, origin state analysis, destination state analysis, and both origin-to-destination and destination-to-origin state analyses, along with relevant performance considerations.

- Carrier tariff options
- Carrier Performance
- Consolidation programs
- Continuous Freight Opportunities
- Distribution network optimization
- Economic Order Quantity Studies
- Economic Order Quantity Weight Breaks
- NMFC verification rule and product analysis
- Optimum FAK analysis
- Pool truck opportunities
- Small Package analysis
- Stop-off opportunity considerations
- Vendor compliance
- Year of publication analysis

#### SKILLS

- Business transformation leadership capabilities
- Self-supportive for product supply and divisional resolution needs
- Immediate adaptability for all business needs considerations
- Analytically creative for proficient task delegations
- Perspective-taking team player
- Expert critical software suggestive developer
- Statistical analysis and data mining creativity
- Proficient in database management needs recognition

#### ACCOMPLISHMENTS

- Developed innovative software for financial supply chain analyses and reporting needs.
- Created continuous BI reporting concepts that justified continuous saving programs.
- Guest lecturer APICS Greater North Jersey — 03/2019 "Strategies for finding hidden profit centers"
- Guest lecturer at the U of DC, MBA business on M&A (Standing Ovation)

#### FORTUNE 500 PAST CONSULTING CLIENTS

American Standard  
Becton Dickinson & Co.  
Best Foods Corporation  
Cosmair Inc.

Continued...

### FORTUNE 500 PAST CONSULTING CLIENTS – Concluded...

Church & Dwight Inc.  
Colgate Palmolive  
GAF Corporation  
Ingersoll-Rand.  
ISP Chemicals  
J.B. Hunt Chemical Co.  
J & J Products Co.  
L'Oreal Corporation  
Reliable Automatic Sprinkler Co., Inc.  
Simon & Schuster Co.  
W.W. Grainger Co.

A HOST OF SMALLER CORPORATIONS WITH SALES VOLUMES LESS THAN \$250M

### AFFILIATION AND EDUCATION

- Association of Transportation Law Professionals, Annapolis, MD – 1966
- Past Vice President of Newark Traffic Club, Newark, NJ – 1966 - 1967
- Rutgers University, Newark, NJ – 1965 – 1967
- College of Advanced Traffic, New York, NY 1964 - 1965