

Neal Willis

Professional Summary

Dynamic logistics, supply chain management, and transportation law professional. Unique blend of technical logistics mastery (CCP, TAB Arbitrator) and digital marketing expertise (SEO, Web Development, Content Strategy). Proven track record specializing in establishing, managing and growing strategic stakeholder relationships, claims mediation, and developing supply chain solutions.

Over 10 years of experience with content creation, web development and strategy. Authored more than 130 transportation related articles, whitepapers, and blog posts. Coordinated and collaborated with multi-functional teams of content marketers, web developers, and project managers to ensure highest quality website content.

Core Competencies

Logistics & Operations | C-Suite Presentation & Sales | Strategic Stakeholder Management | Transportation Law & Contracts | Carrier Relations & Procurement | SEO & Content Marketing | Web Development | Microsoft Office - Word, PowerPoint, Excel | Salesforce & HubSpot | Google Analytics | CCP & Notary Public

Strategic Relationship Management

C-Suite Influence: Orchestrated and led quarterly business reviews (QBRs) with C-level stakeholders, aligning transportation strategies with client corporate objectives to secure long-term partnerships.

Sales Excellence: Managed complex travel schedules and territory outreach, consistently exceeding annual sales targets and expanding the carrier network.

Partner Onboarding: Streamlined the onboarding process for new transportation partners, reducing integration lead times while maintaining strict compliance standards.

Claims Mediation & Legal Oversight

Claims Authority: Supervised the Freight Claims Department, serving as the primary mediator for disputes against motor freight carriers and ensuring equitable resolutions for all stakeholders.

Contract Negotiation: Spearheaded the review and negotiation of high-value transportation contracts and software service agreements, mitigating legal risk and optimizing procurement costs.

Regulatory Expertise: Applied deep knowledge of Transportation, Logistics and The Law to navigate complex regulatory environments and advise on risk management.

Operational Excellence & Technology

Root Cause Analysis: Established a proven record of identifying systemic logistics bottlenecks, implementing short- and long-term action plans that resulted in measurable efficiency gains for shippers.

Tech Integration: Led the procurement and implementation of internal software solutions, improving visibility across the supply chain.

Team Mentorship: Guided cross-functional teams and mentored shippers on business growth strategies, navigating the day-to-day challenges of logistics.