

Tony O'Neal

Supply Chain Transformation | Transportation Operations | Technology Enablement | Process Improvement

Supply chain, transportation, and business transformation leader with 20+ years of experience helping organizations improve performance through transportation optimization, technology enablement, process design, operational governance, and stakeholder alignment. Proven ability to bridge executive leadership, operational teams, suppliers, carriers, and technology resources to deliver measurable business outcomes.

CAREER HIGHLIGHTS

- 20+ Years Transportation & Supply Chain Leadership
- Fortune 200 Embedded Supply Chain Leadership
- Five-Year Transportation Outsourcing Renewal
- Supply Chain Risk Mitigation During COVID-19
- Utility-Scale Renewable Energy Logistics Leadership
- Designed Multi-Year Carrier Sales Operating Framework
- Two-Time BAMA Associate of the Year
- Industry Speaker & Panel Moderator

PROFESSIONAL EXPERIENCE

CAVU SUPPLY CHAIN STRATEGIES, LLC

Founder & CEO, Tampa, FL | Aug 2023 - Present

- Founded and currently lead a business transformation consultancy focused on helping organizations align people, process, technology, and data to improve operational performance and business outcomes.
- Partner with business owners and operational leaders to assess workflows, identify improvement opportunities, and implement practical solutions that enhance visibility, accountability, and execution.
- Design and deploy operational dashboards, reporting frameworks, workflow automation, and business management systems that support informed decision-making and scalable growth.
- Lead technology enablement initiatives involving process redesign, implementation planning, user adoption, training, and ongoing operational support.
- Established CAVUedge, a business transformation division focused on brand development, digital presence, workflow optimization, process automation, AI-enabled business solutions, and custom business management platforms that improve sales, operations, and customer engagement.

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CORE COMPETENCIES

Strategy & Leadership

- Executive Advisory & Stakeholder Management
- Supply Chain Transformation
- Change Management
- Strategic Planning & Execution

Operations & Performance

- Transportation & Logistics Optimization
- KPI Development & Performance Measurement
- Process Design & Workflow Optimization
- Vendor & Carrier Management

Analytics & Technology

- Business Case Development & ROI Analysis
- Technology Enablement & Automation
- Reporting & Analytics
- Project & Program Leadership

SIGNATURE PROJECTS

COVID-19 Supply Chain Risk Assessment

Leveraged public outbreak data, supplier mapping, inventory analysis, and alternate sourcing strategies to proactively mitigate supply chain disruption risks.

C.H. ROBINSON

Onsite Account Manager, Riviera Beach, FL | Nov 2019 - June 2023

- Served as the embedded supply chain lead for a Fortune 200 renewable energy company and one of C.H. Robinson's largest enterprise accounts.
- Managed KPI reporting, operational performance reviews, supplier and carrier scorecards, and executive-level business reviews to drive accountability and continuous improvement.
- Built and maintained Excel-based reporting and audit processes to support weekly invoice review, comparing system-generated invoice data against actual shipment activity, identifying discrepancies, and preparing final files for payment approval.
- Analyzed customer pricing, carrier cost, shipment activity, and market conditions to identify margin erosion, pricing inconsistencies, and operational exceptions, providing clear recommendations to support cost control and pricing accuracy.
- Served as liaison between business stakeholders, transportation providers, suppliers, and internal technology teams, translating business requirements into actionable system enhancements, reporting improvements, and operational solutions.
- Supported the rollout and adoption of Navisphere 2.0, partnering with users and internal technology teams to facilitate training, gather feedback, support process improvements, and drive user adoption.
- Developed data-driven supply chain risk assessments during the COVID-19 pandemic by mapping supplier locations against emerging outbreak trends, identifying critical material vulnerabilities, evaluating alternate sourcing options, and supporting inventory mitigation strategies.
- Established governance processes and project management disciplines to improve accountability, communication, execution, and stakeholder alignment.
- Partnered directly with procurement, supply chain, operations, and executive leadership teams to identify improvement opportunities and implement operational solutions.
- Supported a competitive RFP process that resulted in a five-year contract renewal, contributing to carrier strategy, pricing evaluations, sourcing decisions, and market-based pricing reviews across a large-scale, multi-modal transportation outsourcing initiative spanning truckload, LTL, flatbed, dry van, ocean, air, small parcel, final mile, and expedite logistic.
- Developed and presented annual business reviews for customer stakeholders through VP-level leadership, using operational scorecards, service metrics, cost trends, carrier performance, exception data, and process improvement activity to communicate prior-year performance and supply chain value delivered.

Renewable Energy Construction Logistics

Supported transportation operations for utility-scale renewable energy construction projects involving thousands of truckload shipments, supplier coordination, construction-critical delivery schedules, and multi-modal transportation execution supporting major infrastructure investments.

Supplier Collaboration & Detention Elimination

Leveraged scorecard analysis and stakeholder collaboration to redesign scheduling processes, eliminating detention-related charges and improving operational performance.

Manufacturing Industry Relationship Development Strategy

Created and led a relationship-driven market development strategy within the Tampa Bay manufacturing community through the Bay Area Manufacturers Association (BAMA), leveraging stakeholder interviews, industry engagement, volunteer leadership, and educational programming to strengthen industry partnerships, earn Board membership, and generate more than \$1.2 million in trackable business revenue.

Navisphere 2.0 Technology Rollout

Led phased rollout across multiple locations, beginning with pilot stakeholders and scaling adoption through training, feedback collection, and process refinement.

Senior Sales Executive, Tampa, FL | Aug 2014 – Nov 2019

- Focused on helping mid-market and enterprise organizations improve supply chain performance through transportation, logistics, and operational improvement initiatives.
- Targeted organizations with annual revenues ranging from \$60M to \$400M and developed strategic growth opportunities.
- Developed relationships with transportation, supply chain, procurement, and operations decision-makers across mid-market and enterprise organizations.
- Conducted operational discovery sessions to identify transportation challenges and improvement opportunities.
- Coordinated internal subject matter experts to develop transportation solutions, implementation plans, KPI frameworks, and performance reporting structures.

Carrier Sales Manager, Tampa, FL | Dec 2011 – Aug 2014

- Led a team of transportation professionals responsible for carrier procurement and capacity management.
- Developed onboarding processes, training programs, performance scorecards, and accountability frameworks.
- Managed carrier relationships, performance monitoring, and operational execution across a high-volume transportation environment.
- Created comprehensive carrier sales training materials and process documentation, establishing standardized workflows and best practices that improved onboarding effectiveness, operational consistency, and team development.
- Drove operational execution supporting more than 34,000 truckload shipments in 2013.
- Improved employee retention and performance through coaching, training, and process improvement initiatives.

Account Manager, Tampa, FL | Nov 2004 – Dec 2011

- Managed strategic transportation accounts and served as primary point of contact for operational performance, reporting, and continuous improvement initiatives.
- Consistently exceeded expectations of a minimum of 15% annual growth over the portfolio of accounts.
- Led quarterly business reviews, transportation sourcing activities, and customer performance reviews.
- Managed transportation RFP processes for two Fortune 100 beverage manufacturers.
- Designed and implemented transportation solutions aligned with customer objectives.

Quest for Carriers Operating Framework

Developed and implemented a multi-year carrier sales operating framework that combined onboarding, negotiation training, carrier segmentation, and performance accountability, resulting in stronger carrier partnerships, improved network utilization, and reduced reliance on spot-market capacity.

Hurricane Ian Power Restoration

Coordinated urgent transportation logistics supporting power restoration efforts impacting millions of Florida residents.

Hurricane Maria Relief Response

Coordinated collection, palletization, air transportation, and distribution of more than 200 pallets of humanitarian aid supporting Puerto Rico disaster recovery efforts.

Refrigerated Transportation Growth Initiative

Scaled refrigerated transportation operations from approximately 5 to more than 200 weekly shipments by building carrier and customer trust, implementing strategic pricing, and developing long-term transportation partnerships.

Carrier Performance & Visibility Reporting

Developed carrier performance scorecards and reporting tools that improved visibility, strengthened accountability, and proactively identified operational exceptions.

Transportation Representative, Tampa, FL | Dec 2003 - Nov 2004

- Managed carrier procurement and transportation execution activities within assigned markets.
- Negotiated transportation agreements and developed strategic carrier relationships.
- Consistently exceeded shipment, revenue, and performance objectives.

SPEAKING ENGAGEMENTS

- **University of Central Florida (UCF)** | Feb 2023
Topic: Overview of logistics operations to restore power in the aftermath of Hurricane Ian.
- **Florida Medical Manufacturers Consortium (FMMC)** | Sept 2019
Topic: Logistics Trends and Challenges: Shaping the Medtech Supply Chain
- **Florida Supply Chain Summit** | Feb 2019
Topic: Created and moderated a panel on Next Generation Supply Chain and Manufacturing Technologies.
- **American Production and Inventory Control Society** | Jan 2017
Topic: Overview of the transportation industry and how transportation brokerage firms add value to manufacturing companies.
- **BAMA Lunch & Learn** | Oct 2016
Topic: Inbound Transportation: Is it the Missing Link in Your Supply Chain?

EDUCATION

University of Iowa; Iowa City, IA

Bachelor of Business Administration (BBA) | Double Major:

- Management Information Systems (MIS)
- Marketing

PROFESSIONAL AFFILIATIONS

Bay Area Manufacturers Association Tampa, FL, | Jan 2016 - Nov 2019

www.bama-fl.org

BAMA supports manufacturers and promotes economic development in the Tampa Bay Region. BAMA provides a forum to exchange ideas and share best practice information, network with colleagues, and learn about manufacturing related topics through educational programs and tours.

- Voted BAMA Associate of the Year, 2016 & 2017
- Board of Directors, June 2018 to November 2019