

Brad Parrish Addresses Leaders and Students on the Future of Supply Chain

Brad Parrish, Vice President of New Business Engineering and Implementation, FedEx Supply Chain was recently invited to participate in the University of Pittsburgh's Supply Chain Management Symposium. The fourth year for the event, speakers across the industry addressed graduate and undergraduate students, as well as industry leaders, on various aspects of managing supply chains in today's world. Paul Page, Editor of the Wall Street Journal's Logistics Report, moderated the event.

In his presentation "Humanizing Technology in Supply Chain," Parrish elaborated on the many opportunities advancing technology and automation can create in managing supply chains, but emphasized that those developments will only remain effective if the technology addresses the human need for speed, simplification and convenience.

For example, automation creates an opportunity to improve the productivity of Supply Chain team members and experts, to make their jobs more comfortable, efficient and above all, to increase safety.

According to Parrish, customer expectations paired with new e-Commerce technology has carved a space for Third Party Logistics providers to innovate and grow in an ever-evolving global marketplace.

"E-commerce has challenged supply chain providers to meet increased customer expectations," said Parrish. "Consumers want their products fast with free shipping through an online channel. It forces retailers to re-evaluate their approach to supply chain."

Parrish was also invited to attend the symposium's Student Mentoring Dinner where he connected with current college students interested in supply chain management.

"Thank you for the wonderful presentation at the Supply Chain Symposium," one student wrote to Parrish. "I enjoyed our discussions on industrial engineering and analytics during the dinner, even more!"

In addition to his discussion on humanizing technology, Parrish mentioned some of the many forms of technology utilized across our business like the FedEx SameDay Bot, 3D printing, drone delivery, electric vehicles, blockchain and automation.

Parrish said events like these are important for both the company and the students.

"We hire students from University of Pittsburgh as well as many other schools, so it's important that they understand the opportunities and challenges employers are tasked with solving in the years ahead," said Parrish. "This also provides a pipeline of interested candidates for positions as they become available."



Brad Parrish speaks on "Humanizing Technology in Supply Chain" at University of Pittsburgh's annual Supply Chain Management Symposium.