

Executive with successful track history of 30+ years working in supply chain, supply chain technology and consulting/services. Recognized as a leader in building strategic world-class technology partner ecosystems.

Professional Experience

University of Tennessee Knoxville- Knoxville, TN.

Director- Global Supply Chain Institute – 2/2023 - Present

Lecturer- Department of Supply Chain, Haslam College of Business

project44, Inc. – Chicago, IL.

Senior Vice President- Global Partnerships & Alliances - 12/2018 – 12/2022

- Member of the project44 Leadership team.
- Built, enabled, and executed a global strategic alliances and channels partner network of 100+ partners consisting of Supply Chain technology (SCP, TMS, WMS) and Consulting/SI partners, generating over 60% of the Annual Recurring Revenue (ARR) through Partner Revenue impacts.
- Direct management of 9 partnerships/alliance team members in NA, EMEA, LATAM and APAC.
- Built, enabled, and executed the SAP global channel partnership generating multi-millions in ARR
- Built and oversaw the execution of the Google Cloud global partnership.
- Collaborate and drive global pipeline growth through partners.
- Developed strategy for channel conflict as well as partner impact referral programs.
- Utilize salesforce CRM for all KPIs, reports and daily operations.
- Led selection process and implementation of Partner Relationship Management (PRM) software.
- Developed partner certification process for p44 global sales teams.
- Oversaw global partner EBRs (16 per quarter).
- Weekly collaboration with sales, marketing, product development and customer success teams.

BrightOrder, Inc. (MavenWire) – Mississauga, Canada

Director of Global Sales & Marketing –04/2016 – 11/2018

MavenWire was acquired by Perficient Computer Systems in 2016 and both companies rebranded as BrightOrder, Inc.

- Manage global sales and pre-sales team with 10 direct reports and 17 indirect reports. Responsible for pre-sales, sales, and business development teams in North America, EMEA, APAC and ANZ for three lines of business: TMS consulting, Hosting managed services and EMDECS Fleet maintenance software offerings.
- Manage global sales and pre-sales efforts for all business lines – discovery, demos and hand-off to consulting, managed services and CX teams. Schedule resources for demo support for Oracle (mid-market and SMB markets) around the OTM/GTM products in North America, APAC and ANZ.
- Direct management of all strategic global contracts with customers in North America, EMEA, APAC and ANZ
- Exceeded TMS consulting revenue goals (personal and team) in 2016 and 2017.
- Developed GTM strategy for Oracle Enterprise, Mid-Market and SMB Markets for 2017-2018.
- Partner management – Oracle (Enterprise, Mid-Market and SMB), SPS Commerce, FourKites, project 44, Justransform and partners with EMDECS (MOTOR, etc.). Established reseller program and lead generation programs with FourKites and project44.
- Responsible for all marketing activities such as trade shows, publications, social media, and management of marketing vendors.

MercuryGate International – Cary, NC

Vice President, Customer Management - 09/2015- 04/2016

- Strategic customer management and business development

- Responsible for strategic customer relationships and “C” level relationships.
- Business development / upsell program – new products and consulting services.
- Monthly calls to discuss invoices, payments, new business opportunities, etc.
- Conduct quarterly business reviews.
- Work with marketing on upsell campaigns and developing messaging for opportunities within the existing customer base.
- Partner management - upsell programs to strategic customers via our partners.
- Sales support for new customer opportunities
- Engage with the sales team on lead qualification.
- Competitive positioning and discussions with prospects.
- Review SLA’s and SOWs before contract closing.
- Sales support at tradeshows.
- Existing customers and new customer implementations
- LSP and Shipper verticals – (segment of customers)
- Supervise three Engagement Managers that manage multiple customer accounts and new implementations.
- Communication with customers regarding budget, on-time delivery, and overall satisfaction.

MavenWire (InfoFuse a subsidiary of MavenWire) – Wayne, PA

Vice President, Global Business Development - 04/2013 – 09/2015

- Lead all business development in the Americas and APAC as well as work in conjunction with my colleagues in EMEA.
- Supervise three sales managers (US, Singapore, and Latin America).
- Solutions sold - Managed Services / Hosting, TMS implementation and consulting, holistic health checks (technical and business process), business process services and solutions, integration and connectivity platform, training, and development.
- MavenWire Executive Team Member, Minority Owner, and Board of Directors
- Managed Services / Hosting, TMS implementation and consulting, holistic health checks (technical and business process), business process services and solutions, integration and connectivity platform, training, and development.
- Partner management – Oracle, SPS Commerce, e2Open and ALK.
- Responsible for marketing activities such as trade shows, publications, social media, and management of our PR vendor.

TMW Systems – Beachwood, OH

Director of TMS Product Management & Product Marketing- 04/2011 – 04/2013

- Responsible for defining the requirements and leading the development effort relating to the non-asset TMS solution for TMW and the TMW Transportation Modeler product.
- Managed two early adopter customers for the development of TMW’s new TMS solution.
- Developed the go to market strategy for TMW in the non-asset TMS space.

Oracle Corporation – Redwood Shores, CA

Director of Industry Strategy – Logistics - 04/2006 – 04/2011

- Develop industry strategy as it relates to the Logistics Service Provider (LSP) industry.

- Direct the roadmap and future functionality for the OTM product and work with other product teams regarding functionality for the LSP industry.
- Work with application teams and strategy colleagues to develop industry roadmap for OTM, E-Business Suite (EBS), Siebel, Financials and WMS process integration packs. Logistics Service Providers (LSP)- 3PL, Brokerage, Freight Forwarding
- Administrator of the partnership between Oracle and E2open regarding the “ELN” connectivity strategy.
- Administrator of LSP Industry Strategy Council
- Thought leadership and joint planning between LSP “C” level executives and Oracle development relating to the LSP industry.
- Managed and coordinated all development engagement regarding the early adopters implementing OTM and E-Business Suite packaged integrations.

Solution Architect / Supply Chain –Application Global Sales Support Organization-08/2004 – 04/2006

- Solution Architect for TMS solutions involving new sales as well as up-sell accounts. Support for sales cycles within the US, EMEA, and Asia-Pac. Involved in sales cycles, which required travel to South Africa, Germany, Slovakia, Australia, Hong Kong, China, and Brazil.

G-Log

Director of Global Business Development- 11/2002 – 08/2004

Pre-Sales – Sales Consultant- 5/2000-11/2002

SLI Consulting, Inc. a NEON Company (Sybase) - Atlanta, GA.

Business Development and Pre-Sales SAP R/3 Sales and Distribution Consultant- 03/98 – 05/00

CHEP AMERICAS Atlanta, GA *Logistics Coordinator- 05/97 – 02/98*

ELLCAR Integrated Logistics, Inc. -Roswell, GA. *Operations Manager -08/96 – 04/97*

CHEP AMERICAS- Atlanta, GA. *Logistics Coordinator/Field Service Representative- 5 /95 – 08/96*

J.B. Hunt Transport, Inc. Lowell, AR. *Management Trainee/Logistics Manager - 07/94 – 04/95*

Entrepreneurial Experience:

Bakins Ventures, LLC – Knoxville, TN.

Co-Founder – 05/2007 – 02/2013

Co-founder of Bakins Ventures, LLC a family-owned business that produces FANPAN® products.

FANPAN® is silicone bakeware in the shape of a collegiate logo(s). The company HQ is in Farragut, TN and the manufacturing plant is in Guangzhou, China. The company was started in mid-2007 and profitable since 2008. The products were distributed and sold all over the USA (featured at Bed Bath & Beyond and Cracker Barrel) and via major e-commerce platforms (drop ship programs).

Main concentration was creating the relationship with the contract manufacturer and plant in China. I also developed and implemented the QC process, supply chain (inbound from China to USA) and distribution network (outbound from Knoxville to USA).

Thomas Deakins Consulting, LLC.

Managing Director

Consulting services associated with supply chain data strategy, RFI/RFP creation, technology selection (TMS, WMS and RTTV), systems integrator (SI) selection, supply chain strategy, and creation/design of technology partner ecosystems.

Education:

University of Tennessee Knoxville –

2022 - Executive MBA in Global Supply Chain

1994 - B.S. Human Ecology (Retail and Consumer Science)

Minor: Business Administration with concentration in Logistics and Transportation

Additional Experience

Former Knox County School Board Member and Chairman (2006-2014), Board member of Farragut High School Education Foundation.