



University of Tennessee Department of Civil & Environmental Engineering

# Transportation Seminar Series

**Mary Holcomb, Gerald T. Niedert Supply Chain Fellow,  
UT College of Business Administration**

***Forging a New Road to the Future:  
Five Maxims for Creating Value***



**Thursday, April 3, 2014, 3:40 until 5:00 PM**

**327 John D. Tickle Building**

Transportation is fundamentally changing. Regulatory issues, demographic forces and financial constraints have changed the industry, particularly for motor carriers. While some have viewed transportation as a commodity, easily purchased and performed, the factors mentioned previously may soon change this perspective. This presentation will address this topic as well as report on a host of topics from strategy to operations, offering a current assessment and insights that were gained from more than 1,000 top logistics executives—and purchasers of transportation-related services.

Dr. Mary Collins Holcomb is Associate Professor and Gerald T. Niedert Supply Chain Fellow at The University of Tennessee. Prior to academia, her professional career involved some eighteen years at the Oak Ridge National Laboratory in transportation research and policy issues for the U.S. Departments of Energy, Transportation, and Defense. Dr. Holcomb's background also consists of industry experience with the former Burlington Northern Railroad, General Motors, and Milliken & Company. She has performed consulting and executive education services for numerous companies including Lowe's, Phillips Consumer Electronics, Sony, CVS, Brunswick Boat Group, Ernst & Young, and Capgemini U.S. LLC.

For further information, contact Dr. Shashi Nambisan, [shashi@utk.edu](mailto:shashi@utk.edu).

webcast - <http://sf.ites.utk.edu/utk/Catalog/Full/4b49da3ab4f246a1955e9c8d98ee801421>

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