

JARRETT CROSBY

Enterprise Transformation, Logistics, AI & Product Leadership

Coffee Between Chapters | Selected Work &
Product Portfolio

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I connect executive strategy, operating models, data, AI, and software delivery.

Transformation

Logistics

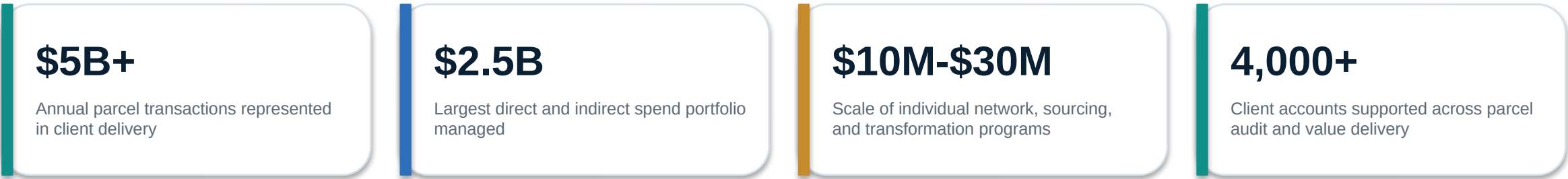
AI

Product

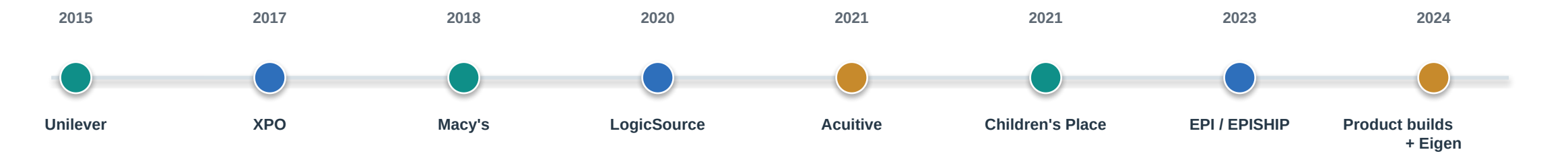
VP / Director roles • Enterprise transformation • Advisory and consulting

Career impact at a glance

Enterprise leadership across Fortune 500 companies, consulting, and logistics technology



Career progression



Experience spans transportation strategy, parcel/LTL/FTL, ocean and inbound logistics, strategic sourcing, network design, warehouse operations, value engineering, product strategy, and customer implementation.

AI-enabled logistics software products

Domain-led product design across audit, transportation management, AI-assisted workflows, and warehouse operations



Share A Refund /
EPISCS

Parcel audit platform

- Invoice and rate audit
- Service-failure recovery
- Contract and rate simulation
- AI-assisted analysis and support workflows

Product strategy • AI • requirements • UAT • launch



EPISHIP

Transportation management system

- Multi-carrier rating and routing
- Service selection by cost and delivery
- Labels, manifests, and customer billing
- AI-assisted development and workflow optimization

Product strategy • AI • requirements • UAT • launch



AI-enabled operations
platform

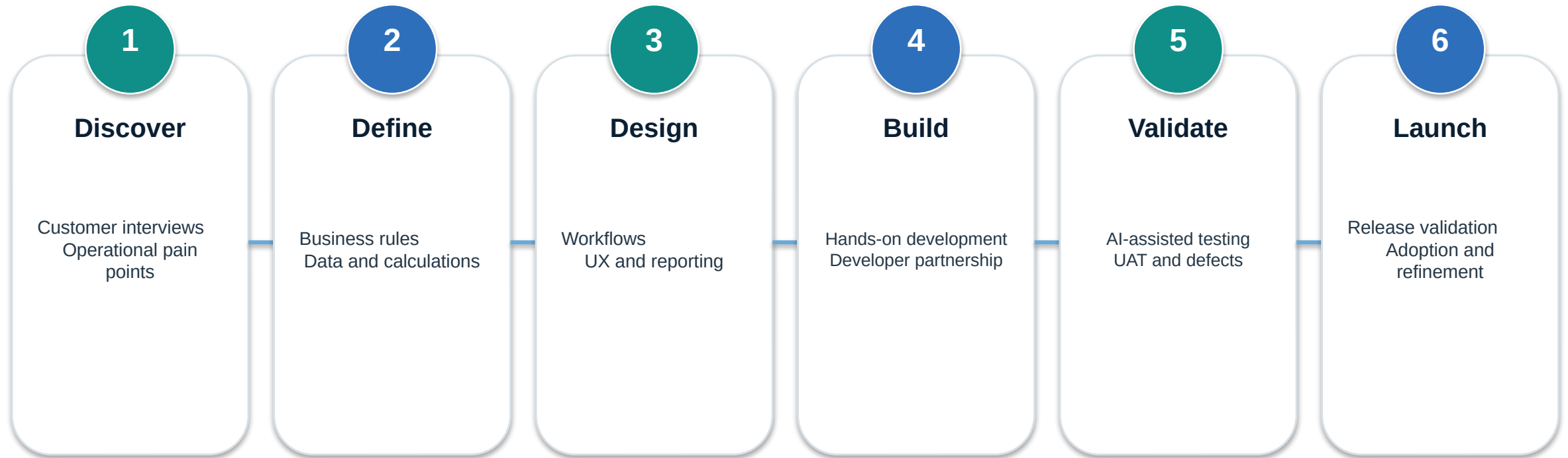
Independent product build

- CRM and kanban project board
- AI chat agents and workflow support
- Shopify, Faire, and Shogo data flows
- Emerging DOM/WMS + shipping

Product strategy • AI • requirements • UAT • launch

How I build products and transformations

A practical bridge across executive strategy, operations, data, software, and adoption



Differentiator: I can shape the North Star and executive case, define the workflow and data model, work hands-on with architects and developers, test the result, and guide adoption.

Real project: warehouse transformation

Real anonymized Acuitive engagement · Southern California operator

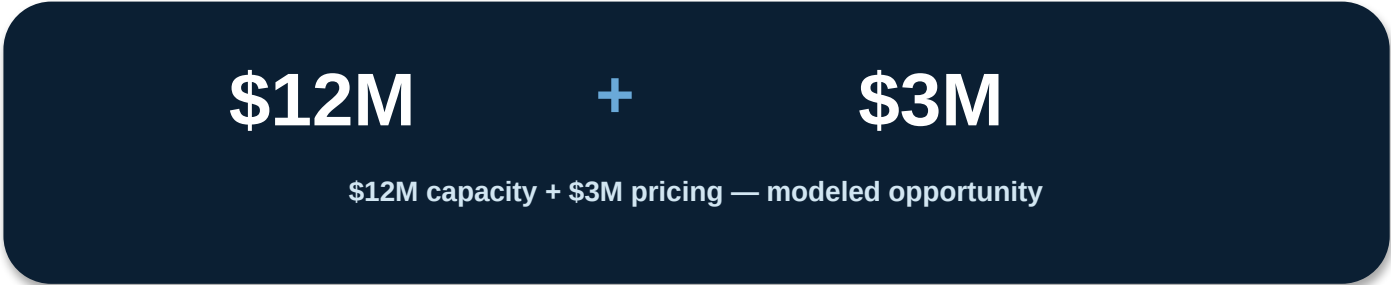
IMPLEMENTED

Business challenge

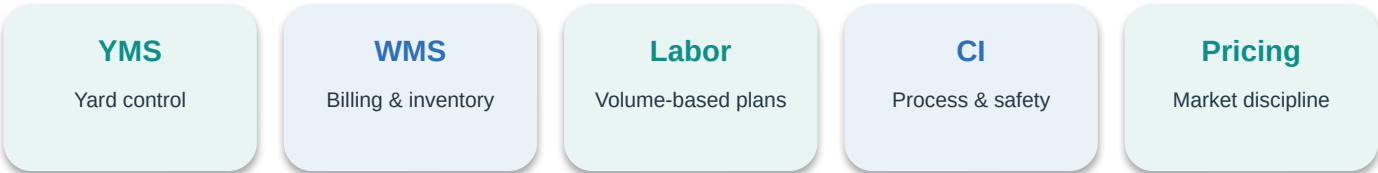
- Yard congestion and long container search times
- Unstable throughput and weak labor visibility
- Underconfigured WMS/YMS and manual reporting
- Inconsistent pricing, process, and safety discipline

Assessment approach

- On-site observation and process mapping
- Financial and operational modeling
- Throughput, control-chart, and regression analysis
- Local market and technology benchmarking



Implemented full transformation roadmap



Real projects: network, sourcing & transportation

Real LogicSource engagements · retail-pharmacy client anonymized

DELIVERED

Retail pharmacy network

6 DCs | 20%+ faster replenishment

\$15M

Savings delivered

- Six-DC network redesign implemented
- Warehouse utilization and replenishment redesign

Baseline → model → implement → measure

CPG e-commerce transformation

20-year incumbent | Partner and operating-model reset

\$30M+

Cost takeout delivered

- Partner and operating-model evaluation
- Freight and operating-spend negotiation

Baseline → model → negotiate → implement

Small parcel procurement

Carrier contract | Cost-lever analysis

\$10M

Savings delivered

- Escalating cost-driver analysis
- Negotiation and chargeable-volume changes

Baseline → model → negotiate → implement

Enterprise procurement & operating leadership

Spend ownership, team leadership, systems, and measurable value across major enterprises

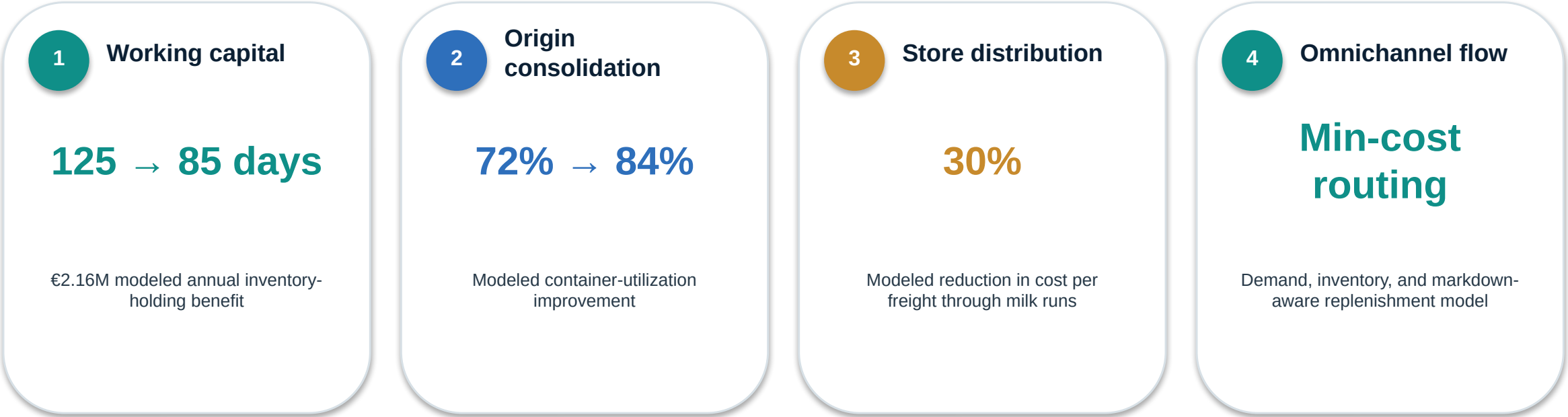


Representative global retail transformation case

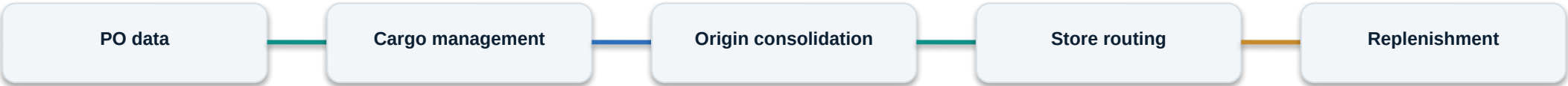
Representative modeled business case developed for Maersk

MODELED

How I connect incomplete data, explicit assumptions, and multiple value levers into one executive roadmap.



Transformation roadmap



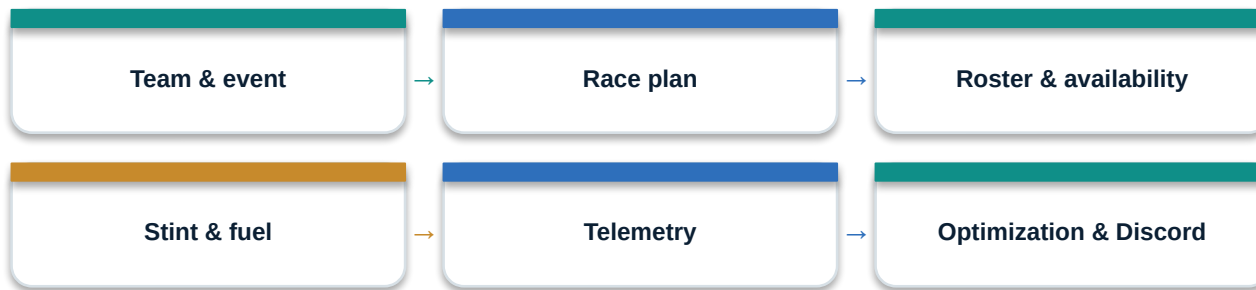


Eigen Racing | Real-time race operations product

Independent application build that converts endurance-racing data and team coordination into one operating console

A secure web application for race preparation, live operating coordination, telemetry, and post-session improvement.

End-to-end operating workflow



- Team onboarding, driver availability, event setup, race plans, and live operating coordination
- Telemetry ingestion, lap and strategy analysis, fuel and stint planning, and continuous improvement

Product and architecture

Product

Secure, dark-first, high-density race operations console

Data

Real-time state, telemetry ingestion, strategy, and optimization

Workflow

Planning, execution, team communication, and review

Deployment

Next.js on Vercel; Railway realtime, planner, worker, and Discord bot services

Delivery

GitHub source of truth, testing, releases, and live operations

Demonstrates end-to-end, hands-on product ownership: concept, architecture, requirements, UX, AI-assisted development, testing, release, and live operation.

Where I add value

I shape multi-year transformations, connect executive priorities to software and AI, and stay close enough to the data and build to make the solution work.

Enterprise Transformation

North Star operating models
Multi-year roadmaps
Executive discovery and storytelling

AI & Value Engineering

AI use-case strategy and governance
Business cases and value tracking
Workflow redesign and adoption

Product & Platform Delivery

Hands-on product design and development
Requirements, integrations, UAT, and launch
Enterprise platforms, AI agents, TMS, WMS, and real-time apps

Target roles: enterprise transformation, AI, platform consulting, product, and logistics leadership.

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