



### William "Gus" Pagonis

#### Running Your Supply Chain with Military Precision: How To Apply Desert Storm Strategies To Your Logistics Operation

Few people are as qualified to talk about leadership in a supply chain as William "Gus" Pagonis. A retired three-star U.S. Army general, Pagonis won high praise from Gen. Norman Schwarzkopf for successfully masterminding logistics for the Gulf War. Pagonis also served as Head of Supply Chain for Sears Roebuck and Co. for more than 10 years, chairman for RailAmerica and now vice chairman for Genco Supply Chain Solutions, one of the largest third-party logistics providers in North America.

Gus Pagonis brings a wealth of logistics experience, not only from Sears, the 4th largest retail giant in the U.S., but also from the real world of the Gulf War. Gus will give you a detailed account of how he used his war logistics experiences in a retail environment.

This speech topic will include:

- How to examine your supply chain – the last true frontier for cost take-out – and develop new ways to provide better customer service. Review the overall supply chain concept and its tailored components.
- How to use actual leadership/management techniques from the military, which have been successfully used in business.
- How to integrate your business and logistics processes by pro-actively managing supply chain events.
- How to build organization foundations utilizing cultural change, command climate and communication techniques.
- How to develop a Leadership Toolkit through practical illustrations and techniques designed to cut through complex situations and identify solutions, including how to motivate your "best asset"—your team, and keep them focused on the mission.

William (Gus) Pagonis was hired as Head of Supply Chain for Sears Roebuck in November 1993, and until April 2004 was responsible for all supply chain functions including the flow of inventory from vendor to store, transportation, distribution, international logistics, home delivery services, and the integration of information systems. He functioned as the single point of contact for all of Sears Supply Chain and directed logistics for more than 2,500 stores, and a network of strategically positioned distribution centers.

Prior to joining Sears, Pagonis served in the U.S. Army for 29 years, retiring with the 3-star rank of Lieutenant General. Pagonis is widely recognized for his logistical achievements, particularly during Desert Shield/Desert Storm. As General Schwarzkopf's logistics commander, he functioned as the single point of contact and was responsible for all logistics (food, shelter, fuel, ammunition, transportation, contracting) for the Gulf War. He has also written the business bestseller *Moving Mountains: Lessons in Leadership and Logistics from the Gulf War*, published by the Harvard Business School Press.