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	<u>YRS. EXP.</u>	<u>AREAS OF EXPERTISE</u>	<u>INDUSTRY FOCUS</u>
William W. Goldsborough	25	Global Logistics Management International transport management Customs/trade process improvement Strategic alliances Competitor analysis	Transport Automobile Electronics Public sector Durable/non durable



Professional Biography — William W. Goldsborough

Bill is a global logistics and supply chain professional with over 25 years of management experience in the logistics, transportation, trade, supply chain and competitor analysis arenas. He specializes in helping both providers and users of services to develop and manage logistics and supply chain strategies that compliment the firm's strategic objectives.

In recent years Bill's efforts have been directed toward understanding the issues surrounding the creation of alliances between providers of logistics services and manufacturers, retailers and wholesalers. In this capacity he has helped these industry groups understand the overall value of collaborative relationships with supply chain providers, which often leads to the process of building alliances between supply chain partners. In addition to assisting manufacturers to become more profitable through outsourcing selected supply chain activities, Bill has helped providers of transport services determine the strategic value of expanding their logistics offerings, and developing these services when requested.

Prior to establishing **Logistics Alliance Strategies** in 1998, Bill was in the management consulting industry for over 10 years, holding positions of Principal in charge of Logistics Management at The Kingsley Group, and Manager of Global Logistics for Stanford Research Institute (SRI International).

A partial list of his clients include, a French transport conglomerate, a consortium of European ocean carriers, a Fortune 100 forest products firm, US and Asian auto manufacturers, several worldwide computer and networking firms, several Class I railroads, an LTL motor carrier, the Hong Kong Trade Ministry, the Bank of the Philippines and the World Bank. In addition to supply chain work, Bill has been involved in many projects where the focus has been trade liberalization. This work took him to Mexico, Europe and Asia where he drew upon an academic background that involved processes related to international economic integration.

Prior to entering the consulting field in 1988, Bill spent ten years in the international forwarding industry with two of the world's largest forwarding firms – the Harper Group (aka Circle/Eagle Global Logistics) and the Fritz Companies. He was involved in all phases of the industry (ocean, air, distribution, and land transport), holding positions of vice president of air cargo and logistics management. He is a licensed customs broker.

Bill earned his Ph.D in International Political Economy from the University of Nebraska, performed graduate work at the Graduate School of International Business, Arizona, and received an MA and BA from California State University. He taught full time at Colorado State University and teaches as an adjunct professor at local Bay area universities when time permits.

His publications include several articles and reports for SRI International on the subject of alliances and global logistics management. He has authored a report entitled "State Policy, California Exports and the SME that was published in 2005& updated in 2007. In addition, he authored a chapter on Import and Export management in The Logistics Handbook, published by Macmillan & Co.