

# CSCRL SPRING SYMPOSIUM

TECHNOLOGY IN SUPPLY CHAIN

APRIL 21-22, 2022

SPEAKER BIO

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## BOB O'DONNELL

HEAD OF NORTH AMERICA COLD CHAIN LOGISTICS GROWTH, MAERSK

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**SESSION TITLE**  
Title

Bob O'Donnell is the Head of North America Cold Chain Logistics Growth for Maersk, a Danish shipping company, active in ocean and inland freight transportation and associated services, such as supply chain management and port operation. Maersk has been the largest container shipping line and vessel operator in the world since 1996. The company is based in Copenhagen, Denmark, with subsidiaries and offices across 130 countries and around 83,000 employees worldwide.

In this role, Bob speaks with beneficial cargo owners (BCO's) about their end-to-end temperature-controlled supply chains and develops solutions for them to have greater visibility/control of their supply chains, reduce/avoid food waste, and offer an unbroken cold chain from source to final consumer.

Bob is an American who has been working in the Maersk group for 10 years. He has worked on Supply Chain management for 16 different retail/lifestyle global customers from 4 different locations (New Jersey [US], Seattle [US], Chengdu [CN], and Hong Kong). From 2017-2019, Bob developed Maersk's E-commerce logistics and direct to consumer distribution capabilities in emerging markets. Since July 2019, Bob has been tasked with building Maersk's Cold Chain logistics capability. He started this in Asia Pacific and has moved back to the Philadelphia, US area in Dec 2020 to build up Maersk cold chain product in the US and Canada.

Bob earned his B.S. in Business Marketing and International Studies from Pennsylvania State University, minoring in International business and Chinese language and culture.