

ADVISORY COUNCIL MEMBER

Center for Supply Chain Research at Lehigh

PETER C. BAYER, JR.
Senior Vice President-
Operations

Penske Logistics



Pete Bayer is Senior Vice President of Operations for Penske Logistics. He directs the company's distribution center management operations, leading a team of over 5,000 professionals operating over 30 million square feet of warehouse space supporting multiple customers in the auto, consumer goods and food and beverage industries.

As a member of the senior leadership team, he serves as the executive sponsor for some of Penske's key customers across various product offerings. Bayer joined the company in 2014 as a director of customer operations. Since then, he has served in various operational leadership roles with increasing levels of responsibility, including vice president of operations for the Northeast area and, most recently, vice president of operations, DCM South.

Prior to joining Penske, Pete proudly served over 29 years as a soldier in the United States Army in a variety of command and staff positions in the United States, Germany and the Middle East. He has extensive leadership experience at the tactical, operational and strategic levels. He spent the majority of his career in operations and training, with duty in multiple armor and cavalry units in Germany and the United States, including four post-9/11 operational and combat tours in Kuwait and Iraq.

Pete earned an M.S. in marketing from Lehigh University in 1984 as well as a masters in security studies from the U.S. Army War College in 2004.



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