

# CSCRL SPRING SYMPOSIUM

RETHINKING YOUR SUPPLY CHAIN – PREPARING FOR THE FUTURE  
APRIL 11-12, 2024

PANEL SESSION - SPEAKER BIOS

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## ROB GUERRIERE

VP OF INDUSTRY SOLUTIONS, TRUECOMMERCE

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Rob Guerriere is an expert in supply chain data management, with over 26 years of experience helping organizations in retail, CPG, healthcare and, most recently, in the EV automotive industry. From Fortune 500 to specialty eCommerce businesses, he has assisted in transmitting, translating, validating, integrating and managing supply chain data to profitably intercourse business. Some of his notable clients include Walmart, McKesson, TJX, Baxter Healthcare, Ahold-Delhaize, Otterbox, HEB, BASF, Bed Bath & Beyond, Mark Cuban Companies, Dow Chemical and Steward Healthcare.

Beyond TrueCommerce, Rob is a consultant for the Ben Franklin Technology Center. He reviews investment prospects and serves as a Tiger in the Tiger Den for the final senior project with the top Integrated Business and Engineering Lehigh students. He is also on the foundation board of the Charter Arts High School in Bethlehem where he helps raise funds with the annual Art of Wine auction.

Previously, Rob started up and sold a SaaS B2B company to SPS Commerce (NASDAQ: SPSC) and is the founder of the eCommerce Best Practices Organization. Earlier in his career, he was a licensed stockbroker and financial planner with Raymond James and Associates. He graduated from Lehigh University with a BS in finance and he has a certification in supply chain management.



CENTER FOR SUPPLY CHAIN RESEARCH AT LEHIGH