

CSCRL FALL FORUM

INNOVATING FOR THE FUTURE: THE ROLE OF TECHNOLOGY IN THE
SUPPLY CHAIN

NOVEMBER 7-8, 2024

PANEL SESSION - SPEAKER BIO

PETER C. BAYER JR.

SENIOR VICE PRESIDENT - OPERATIONS, PENSKE LOGISTICS



Pete Bayer joined Penske Logistics in 2014 and currently serves as Senior Vice President of Operations leading the company Distribution Center Management team. Based in Reading Pennsylvania, he leads a team providing world-class distribution services operating over 100 warehouses with over 33 million square feet of capacity in North America and Brazil. He has previously served as Director of Customer Operations for Cardinal Health and Vice President Operations for the Northeast and Midwest South areas.

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 and 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. His final assignments as a Major General were as the Director of Strategy, Plans and Policy for the U.S. Army on the Army Staff in the Pentagon and as Deputy Chief of Staff for Strategic Plans and Policy, Headquarters Supreme Allied Command Transformation, NATO.

Pete earned an M.S. in Marketing from Lehigh University in 1984 as well as a Master's in Security Studies from the U.S. Army War College in 2004.