

ADVISORY COUNCIL MEMBER

Center for Supply Chain Research at Lehigh

PETER EDLUND
Vice President,
Business Development

Rainscales



Peter Edlund is a seasoned technology executive with over 25 years of experience in supply chain automation. As Vice President of Business Development at Rainscales, he leads efforts to empower safety and operations leaders by leveraging AI-powered computer vision to proactively detect workplace safety violations and enhance operational performance within their supply chain facilities.

Previously, Peter was a founding executive at DiCentral, where he helped scale the company into a global supply chain software leader, serving over 2,000 customers across seven countries before its acquisition by TrueCommerce. His work enabled C-level leaders to digitize and automate complex supply chain workflows across industries such as retail, healthcare, oil & gas, automotive, manufacturing, and logistics.

Peter has contributed to industry trade and standards groups, including NRF, GS1, and RVCF, and serves as an Advisory Council Member for the Center for Supply Chain Research at Lehigh University.

A U.S. Navy veteran, Peter studied aviation and business management at Embry-Riddle Aeronautical University.