

ADVISORY COUNCIL MEMBER

Center for Supply Chain Research at Lehigh

ROB GUERRIERE
VP of Enterprise Sales

Rainscales



Rob Guerriere is a seasoned expert in supply chain data management with over 28 years of experience across retail, consumer packaged goods, healthcare, ecommerce, and the automotive industry. His work spans Fortune 500 companies and high-growth eCommerce businesses, helping organizations translate, validate, and integrate complex supply chain data into actionable, profitable outcomes. His client portfolio includes Walmart, TJX, Ahold-Delhaize, HEB, Bed Bath & Beyond, and Steward Health Care.

Rob is currently leading initiatives in applied computer vision at Rainscales, where he focuses on leveraging AI-driven visual intelligence to optimize warehouse operations, instill a safety culture, and reduce insurance claims. His work bridges cutting-edge machine learning with practical supply chain execution—pushing the boundaries of automation and efficiency in logistics environments.

He has ramped up three tech startups with successful high multiple exits. One of them, he was the founder of a SaaS B2B supply chain technology company, which was successfully acquired by SPS Commerce (NASDAQ: SPSC), and he established the eCommerce Best Practices Organization, a collaborative group focused on elevating digital supply chain performance.

In addition to his professional ventures, Rob serves as a consultant with the Ben Franklin Technology Partners and is a mentor in the Lehigh University Integrated Business and Engineering (IBE) program's Tiger Den. He also supports the arts through his role on the Foundation Board of the Charter Arts High School in Bethlehem, where he co-leads fundraising efforts through the annual Art of Wine auction.

Rob holds a BS in Finance from Lehigh University and a Certification in Supply Chain Management. Earlier in his career, he worked in financial services as a licensed stockbroker and financial planner with Raymond James and Associates.



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