

CSCRL FALL FORUM

INNOVATION IN THE SUPPLY CHAIN
NOVEMBER 6-7, 2025

SPEAKER BIO

JOHN ATHERTON

GLOBAL LEAD, MARKET STRATEGY AND INNOVATION, TRANSPORTATION &
LOGISTICS, TRIMBLE



I grew up on the East Coast, and went to a small liberal arts college where I majored in Geography and minored in Studio Art. I also played four varsity sports in college, and that is where I formed my leadership skills and learned all about teamwork. I still play ice hockey, and I enjoy many creative pursuits, spending much of my free time playing guitar, taking photographs, surfing and coming up with innovative ideas. I believe that there are three essential components to a fulfilling life: curiosity, creativity and a strong connection to community.

I've always been fascinated with ships and trains and trucks and things that go. When coupled with a love of maps and cartography, this led me to a career in supply chain -- a multi-disciplinary topic that touches, one way or another, every company and consumer on the planet. It's highly dynamic and challenging: perfect for innovative technology-based solutions to solve problems and open up new opportunities.

I recently joined Trimble (NASDAQ: TRMB) as the Global Lead, Market Strategy and Innovation, Transportation & Logistics. Prior to that, I spent eight years at Accenture (NYSE: ACN), where I most recently led the Supply Chain Team for the Accenture AWS Business Group (AABG), a joint venture between Accenture and Amazon. Before joining Accenture, I worked for 15 years at GT Nexus, one of the original cloud-based supply chain technology platforms. During that chapter, we went from no customers and no products, to a vibrant operational destination for Global 2000 companies and we were acquired by Infor in 2015. All of this would not have happened had I not joined Sea-Land as a young professional, which taught me the fundamentals of supply chain, logistics and transportation.