

ADVISORY COUNCIL MEMBER

Center for Supply Chain Research at Lehigh

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's Dedicated and Truckload transportation operations team of over 12,000 professional drivers and associates operating from 375 locations supporting multiple customers in the Auto, Consumer Goods and Food and Beverage industries in the United States and Canada. He has previously served as Director of Customer Operations for Cardinal Health, Vice President Operations for the Northeast and Midwest South areas and most recently as Senior Vice President Operations leading the company Distribution Center Management operations.

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 Masters in Security Studies from the U.S. Army War College in 2004.



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