

ADVISORY COUNCIL MEMBER

Center for Supply Chain Research at Lehigh

ROB GUERRIERE
Head of Enterprise Sales

Techdynamics



Rob Guerriere is a supply chain technology executive with nearly three decades of experience helping retailers, brands, manufacturers, healthcare organizations, and logistics providers improve how orders and supply chain data move across complex trading networks. He has worked with organizations ranging from high-growth eCommerce businesses to Fortune 500 companies, including Walmart, TJX, Ahold Delhaize, H-E-B, McKesson, Baxter Healthcare, BASF, and Dow.

As Head of Enterprise Sales at Techdynamics, Rob works with brands, retailers, and third-party logistics providers to simplify order orchestration, fulfillment, and multi-carrier shipping. He helps organizations connect sales channels, marketplaces, ERP and warehouse management systems, carriers, and customers while reducing manual processes, improving operational visibility, and controlling fulfillment and transportation costs. His work is centered on translating supply chain complexity into practical technology strategies with measurable business outcomes.

Throughout his career, Rob has helped scale three supply chain technology companies through successful exits. He founded a SaaS B2B integration company that was acquired by SPS Commerce (NASDAQ: SPSC) and established the eCommerce Best Practices Organization to promote collaboration and stronger digital supply chain performance.

Rob also serves as a consultant to Ben Franklin Technology Partners and mentors students in Lehigh University's Integrated Business and Engineering program through the Tiger Den. He serves on the Foundation Board of the Lehigh Valley Charter High School for the Arts, where he supports fundraising and community engagement.

Rob earned a B.S. in Finance from Lehigh University and holds a certification in supply chain management.



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