

# CHANDLER W. HALL

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## C-SUITE EXECUTIVE – STRATEGY | CUSTOMER SUCCESS & GROWTH | OPERATIONS

Diverse Functional Leadership || \$21M P&L Oversight || 5 Strategic Exits || Innovation, Growth & Transformation

**PIONEERING EXECUTIVE LEADER** with a tremendous history of evolving businesses into profitable and scalable global organizations, instilling a culture of customer service and success, innovating technologies and solutions to accelerate value in complex markets, and leading through M&A processes and integrations. Thrives at overcoming ambiguity, leveraging differentiated blend of experience backed by both a strategic and analytical mindset to champion strategies that propel revenue, retention, margins, and cost savings. Award-winning, hands-on, collaborative, and influential leader, coach, and business partner with vast cross-cultural immersion experiences.

### HISTORY OF SUCCESS & IMPACT

- **Steered Lanehub from unproven startup to a profitable business via acquisition** while leading transformation of the operation into the industry's first successful collaborative transportation network with \$13M in gross revenue.
- **Positioned BravoSolution as top-ranked provider of Strategic Sourcing Suites** in the 2017 Gartner Magic Quadrant while unlocking 30% revenue growth and achieving 100% customer retention by successfully delivering differentiated solutions.
- **Evolved BravoSolution to win** National Association for Business Resources' "Chicago's Best and Brightest Companies to Work For" and be named "Rock Star of the Supply Chain" by Food Logistics magazine in 2017.
- **Innovated transportation category management software** that leveraged optimization to transform procurement industry and prevented post-sourcing savings erosion, becoming a benchmark product for BravoSolution.
- **Built customer-centric cultures** with robust engagement and cultural competence in place, achieving +71 net promoter score.

**CORE COMPETENCIES:** Executive Leadership • Strategy & Vision • Profit & Loss (P&L) Ownership • Business Development • SaaS Customer Relationships • Customer Success • Transportation • Sourcing & Procurement • Optimization Modeling & Simulation Collaboration • Contract Negotiation • Product Management & Marketing • Integrated Business Planning • Customer-Centric Cultures

### PROFESSIONAL EXPERIENCE

#### UBER FREIGHT US LLC – Chicago, IL

2022–2024

Leading 3PL, 4PL and transportation technology company formed by merger of Uber Technologies' freight division and Transplace.

#### Head of Lanehub Business Unit (Functionally: General Manager)

Directed full scope of Lanehub business unit after strategic merger of Transplace with Uber, maintaining P&L oversight throughout all stages of company integration.

- **Collaborated across business units to drive expansion** in recessionary freight environment, activating 24 brokerage customers for Lanehub in 2023 via new cross-team processes, coordinated customer engagement, and software product enhancements.
- **Created and executed strategic plan to scale Lanehub impact** by assimilating legacy business into core Brokerage and Managed Transportation units to accelerate growth, reduce cost, improve service, differentiate competitively, and empower sustainability.

#### TRANSPLACE TEXAS, LP – Chicago, IL

2020–2022

Largest 4PL and leading provider of brokerage, intermodal, customs, software, and other transportation services. Acquired by Uber Technologies in 2021.

#### Vice President, Lanehub Business Unit

Retained post-acquisition to champion implementation of new business model and strategy to monetize Lanehub assets and drive growth with increased focus on customer satisfaction. Expanded leadership scope after founder's retirement in 2021. Held complete P&L oversight. Steered transition out of legacy Lanehub technology infrastructure, financial systems, facilities, and contracts to reduce operating expenses.

- **Transformed Lanehub into industry's first successful collaborative transportation network**, reducing costs and aiding sustainability efforts through lower fuel consumption and emissions for moving freight.
- **Positioned organization on an exponential growth** path that produced:
  - 3,294% increase in gross revenue and 364% increase in net revenue since Lanehub acquisition.
  - 47% increase in software subscription base in 2020 and 33% in 2021.
  - 35 freight brokerage customers in first year and 32 more added in second year.
  - 117% jump in average margin since inception.
  - \$300 per load or 21% savings for shippers while enabling improved service and cost reductions for fleets.
- **Founded and evolved strong employee culture** with net promoter score of +71 while combining software-based business, sales functions, and freight operations teams into a single cohesive unit.
- **Executed organizational redesign** to merge legacy Lanehub software and legacy Transplace operational execution teams to scale growth, lower costs, create feedback loops, boost profits, and enable seamless customer experience.
- **Instilled robust customer service culture** and framework to improve expansion and retention with novel "2-customer" approach.

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## LANEHUB, INC. – Chicago, IL

2018–2020

*Innovative transportation software startup. Acquired by Transplace in 2020.*

### Executive Vice President & Chief Operating Officer

Recruited by board/investors to partner with founder and drive creation and deployment of strategies, solutions, and tactics to place startup on a growth trajectory. Co-directed all strategic, financial, legal, product management, operational, and board relations activities while supporting sales and marketing.

- **Led through successful sale of the business** for 3X investor ROI after growing revenue by 291%.
- **Spearheaded creation of services capabilities and customer success function**, including all applicable tools, content, and processes to enable utilization and value of Collaborative Transportation Network software and bolster customer outcomes. Led to 100% retention of paying shipper customers in first year.
- **Expanded brand awareness and market presence**, winning multiple industry awards from industry media, including Food Logistics, FreightWaves, Journal of Commerce, and Heavy Duty Trucking and speaking engagements at CSCMP, FreightWaves, JOC, and QCS conferences.

## BRAVOSOLUTION US, INC. – Chicago, IL

2008–2018

*Market-leading global sourcing and procurement solutions provider that offered software and consulting based on a rich practitioner heritage.*

### Vice President, Value Engineering (2017–2018)

Pivoted to develop targeted strategies and tactics to elevate company financials and valuation in anticipation for future sale.

- **Unlocked 30% revenue growth** after multiple flat years for Americas region by championing creation of senior subject matter expert team to effectively scale the impact of the sales organization.
- **Enabled profitable revenue growth** in every single year while at BravoSolution by engineering and launching novel solutions for prospective and current customers, transforming sourcing optimization and transportation products, and rebuilding marketing strategies.
- **Positioned business as top-ranked provider** of Strategic Sourcing Suites in the 2017 Gartner Magic Quadrant by delivering differentiated solutions and enabling referenceable customer success.

### Vice President, Americas Customers (2015–2017) || Vice President (2011–2015)

Promoted to head Americas existing-customer business with ownership of \$21M P&L and oversight of customer success, growth, retention, revenue, and marketing participation. Managed a team of 9 account directors supporting 105 customers, generating \$18M in revenue.

- **Guided business through technology transformation** with 95% customer retention and 98% global revenue retention while sunsetting the previously utilized software platform.
- **Recognized with highest internal award as the leading vice president** in 2012 and as “Pro to Know” by Supply & Demand Chain Executive magazine in 2013.
- **Co-directed pilot Customer Success program** with a target to maximize critical SaaS renewals and revenue growth through new teams and technologies.
- **Applauded by National Association for Business Resources** as one of “Chicago’s Best and Brightest Companies to Work For” and named “Rock Star of the Supply Chain” by Food Logistics magazine in 2017.
- **Improved account management program** to accelerate recurring revenue, defining and launching all corresponding processes, tools, and best practices to be rolled out to portfolio teams.
- **Led Chicago office** from 2006 on to become eventual headquarters for company serving 650 customers globally, overseeing all team and culture building for 45 local employees, office operations including budgeting, lease negotiation, site selection/improvements, and local internal and customer events.

### Vice President, Collaborative Sourcing (2008–2010)

Headed complete operations and P&L management scope for Collaborative Sourcing, a differentiated solution practice area and top revenue driver. Developed strategies and focused solutions to expand business into a truly global operation with necessary adjustments to sales and delivery methods for each unique market. Served on the global transportation board for parent company (a customer).

- **Accelerated revenue to reach \$4M** (160% growth) across 28 customers in 2010 while improving profitability through technology innovations.
- **Achieved 100% retention across global customer portfolio**, showcasing and leveraging competitive advantages in complex and fast-moving markets.
- **Positioned company as thought leader in supply chain and shipping landscape**, securing media coverage that included quotations in the Wall Street Journal, significant 2011 article in American Shipper magazine, bylined articles, repeat speaking engagements, and 2009 Consumer Goods Technology Editor’s Choice award.
- **Steered teams in complex client engagements** frequently designing new approaches to gain insights across supplier economics, capacity, and capabilities to produce significant, sustainable, high-value, low-risk results for customers.
- **Developed customized techniques and technologies** that helped sourcing organizations continuously improve their most strategic categories based on spend, stakeholder interest, complexity, and risk typically savings hundreds of millions each year.

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**VERTICALNET, INC.** – Chicago, IL

2004–2008

*Publicly traded provider of supply management solutions. Acquired by BravoSolution in 2008.*

**Senior Director, Collaborative Solutions (2007–2008) || Account Director (2004–2007)**

Pivoted post-acquisition of Tigris to manage top customer relationships across sales, renewals, and sourcing software and consulting services delivery. Promoted to oversee P&L, planning and execution, team development, and product strategy globally.

- **Handpicked to serve as Interim Director of European operation**, driving global expansion and recurring revenue.
- **Directed launch of game-changing capabilities** for transportation sourcing software, which captured new customer accounts and spurred long-term value and competitive position in a niche market.

**TIGRIS CORPORATION** – Chicago, IL & New York, NY

1999–2004

*Privately held strategic sourcing and supply chain consultancy. Acquired by Verticalnet in 2004.*

**Director (2003–2004) || Manager (2000–2003) || Senior Consultant (1999–2000) || Consultant (1999)**

Advanced through rapid promotions to drive growth of Scholastic custom software engagement before taking on global oversight for Unilever account, which bolstered revenue (up to 50% of total), team experience, solution capability, and business scope. Authored white papers to disseminate sourcing optimization benefits and best practices.

- **Generated \$3M in revenue** (within first 3 years) by ideating and developing sourcing optimization capabilities that became primary component of Tigris' solution portfolio and basis for industry standards for decades.
- **Conceived and designed transportation spend category management software** – utilized by 36 customers as of 2018 – to prevent post-sourcing savings erosion collaboratively.
- **Led rapidly customizable software development capability** for consulting engagements to deliver maximum value per-project. Ensured model was replicable and could offer incremental value at realistic price points.

## EDUCATION

**CORNELL UNIVERSITY, College of Engineering** – Ithaca, NY

**Master of Engineering (MEng), Operations Research & Industrial Engineering**

Dean's Certificate: Financial Engineering, Johnson Graduate School of Management  
Lynn E. Bussey Scholarship

**Bachelor of Science (BS), Operations Research & Industrial Engineering**

Magna Cum Laude; Dean's List every semester

Awarded memberships in Cornell Meinig National Scholars; Golden Key; Omega Rho; Phi Kappa Phi; and Tau Beta Pi honor societies.

## ADDITIONAL EXPERIENCE

**1871 Global Innovation Hub** | Mentor for supply chain technology founders (2024-Present)

**Lewis University** | Guest Lecturer (2018-Present)

**Blockchain in Transport Alliance** | Supply Chain Marketplace Think Tank Member (2018–2021)

**Highroad Consulting** | Board of Advisors (2013–2019)

**Condominium Association** | Board of Directors (2005–2014)

**Accenture Supply Chain Best Practice Studies** | CEO (2007-2008) | Led team of contractors to generate \$40M in revenue for Accenture through “paid sales” industry supply chain benchmarking studies.

## MEMBERSHIPS

Chicago Executives' Club

Cornell Hockey Alumni Board

Council of Supply Chain Management Professionals

Johns Hopkins Center for Talented Youth | Alumnus