

Profiles in Leadership



Bringing Hands-on Experience to Supply Chain Transformation and Consulting

Sergio Retamal

President

Global4PL Supply Chain Services

Sergio Retamal, president of Global4PL Supply Chain Services, a Santa Clara-based supply chain consulting and services provider, has been named a 2007 Pro to Know, standing out in a crowded marketplace with his consistent efforts to advance the study and practice of supply chain management. A veteran supply chain executive, he now shares his knowledge of supply management best practices with the broader supply chain community through his leadership of Global4PL and his involvement with top professional organizations.

Retamal has more than 17 years of professional experience in logistics/operations, purchasing, materials management and transportation management with several Fortune 1000 companies. He has in-depth expertise in international trade, distribution systems, customs and export regulations, international transportation, supply chain management and global logistics programs, and he has extensive experience in North America, Asia, Latin America and European markets.

In founding Global4PL three years ago, Retamal brought to market a unique philosophy for helping companies enhance and transform their supply chains. "What makes us different is the fact that our services have been developed by supply chain experts with real hands-on experience," Retamal says. "We don't just recommend solutions, we implement workable solutions. We are not just providing supply chain services with IT tools, we are providing cost savings and optimization solutions that save money and give companies a competitive advantage."

Global4PL defines itself not just as a consulting company but also as a solutions provider, Retamal says, and the company targets enterprises that need a supply chain tune-up to reduce costs, improve efficiency and reduce operational headaches. "There is a big difference among supply chain consulting companies," Retamal notes. "Each has its niche, but few have the tools and experience to add real value, and many do not provide workable solutions even though they charge exorbitant fees."

Emphasizing that Global4PL's solutions that are easy to implement and affordable, Retamal says: "We bring our hands-on experience to the table, and we can assess,

recommend and implement the best programs and solutions on our clients' behalf." Offering a range of products and services, Global4PL's solutions include audit consultancy, best-in-class execution, procurement, IT, benchmarking, supply chain tune-ups and contract negotiation services. Cost reductions and improving operational excellence are one of Global4PL's main offerings, provided in conjunction with a superb international IT team in the U.S., Latin America and India.

"We cater to both domestic and international companies with all different levels of complex supply chain programs," Retamal says. "We combine top capabilities in global procurement and supply chain management solutions to create a unique set of end-to-end supply chain services that will best allow our clients to succeed in tough business environments."

In addition to leading Global4PL, Retamal brings his philosophy on supply chain improvement to the broader market through extensive involvement with educational and professional organizations, earning industry recognition for his consistent efforts. He is the recipient of the 2005 Executive of the Year Award from the International Transportation Association and of the TEN Award, and he is the current president of the San Francisco Council of Supply Chain Management Professionals. Global4PL has been listed as a "Top 16 Company to Watch."

Retamal holds a masters degree in change management from Pepperdine University's Graziadio School of Business and a masters in business administration in international business from California State University, Northridge. He also holds a bachelor of science in international business from California State University.

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