

MEDIA CONTACT

Bethany.Cramer@ziplinelogistics.com

585-750-7773



CEO OF ZIPLINE LOGISTICS TO SPEAK AT 2016 INLAND DISTRIBUTION CONFERENCE ON IMPACTS OF “AMAZON EFFECT”

October 13, 2016 (Columbus, Ohio) – Walter Lynch, Chief Executive Officer of third-party logistics provider (3PL) Zipline Logistics, will partake in an important panel on November 10, 2016 to discuss the broad impacts Amazon is having on the entire logistics industry. This panel is part of the critical content to be covered at the upcoming Journal of Commerce (JOC) [Inland Distribution Conference](#) in Memphis, Tennessee.

The session will look at how shippers, carriers, and 3PLs must all pivot and respond to the growing challenges of e-commerce. Not just about last mile delivery, the panelists will hit on the event's larger theme, striking the right balance. The job of accurately forecasting demand, maintaining the right level of inventory and moving freight is increasing in difficulty. Panelists will look at these issues from multiple angles to provide value for all conference attendees.

“At Zipline Logistics we’re working with customers to adjust to the market’s push for smaller shipments at higher frequencies,” explains Lynch. “Together we’re using transportation data analysis to navigate changes in the inbound and outbound flow of goods, and problems with warehouse optimization. With a rise in ecommerce orders and new retailer strategies, shippers are seeing that past inventory plans are obsolete. Having product in the wrong places is negatively impacting their transportation spends and departments are required to work more cohesively to solve service issues.”

Lynch will join fellow panelists Chuck Moyer, Chief Commercial Officer of [LSO Logistics](#) and First Vice President of [Customized Logistics and Delivery Association](#), Jeff Brady Director of Transportation and Logistics at [Harry & David](#), and Griffith V. Lynch, Chief

Operating Officer of [Georgia Ports Authority](#). The session will be moderated by William B. Cassidy, JOC.com Senior Editor of Trucking, IHS Maritime and Trade.

Conference attendees can listen to the highly anticipated panel presentation on day three of the industry event, Thursday, November 10, 2016 from 9:30 – 10:30 AM in the General Session location (Ballroom A & B).

JOC's Inland Distribution Conference is the must-attend conference for container shipping professionals looking for the latest cost savings strategies, best practices, forecasts and trends in the intermodal and inland distribution arena. See more information here: <http://events.joc.com/joc-inland>

ABOUT ZIPLINE LOGISTICS

Zipline Logistics is North America's first multimodal transportation provider to specialize exclusively in serving the retail and consumer products sectors. Founded in 2007, the company is renowned nationwide among retailers, distributions, and manufacturers for providing results-driven partnerships, unparalleled service, and cutting-edge data intelligence. For more information, go to www.ziplinelogistics.com or call 888.469.4754.

###