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**D:** 04.17.2024 ● {Q2.2024}

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**[3PL]** Third Party Logistics Solution

*Warehousing + Storage//Inventory Management*

*Customer Service + Client Support + Marketplace*

**[3PL] Create Third Party Logistics Solution**

Build Company from the Ground-Up -– Solutions//Services for Client//Customers

*Warehousing + Storage//Inventory Management*

*Customer Service + Client Support + Marketplace*

Third-Party Logistics Provider for Clients//Customers that provides Warehousing + Storage + Customer Service + Client Support + Marketplace

Utilize Shopify, etc to funnel clients into product//solution

*Long-Term Strategy | Offer optimal solution for clients//customers that will enable them to have the most success for their unique business//business strategy—*

**Build a Data-Driven Culture**

*– metric driven – high performance – measurable management – success factor – engagement factor – culture of high performance & delivering results without being myopic + mechanisms to improve performance based off results + controls to ensure mechanisms are being implemented & provide unique timelines//measurables to see how impactful they are + best practice sharing for EVERYTHING – controls to ensure best practices are being implemented when deemed as optimal strategy + AI driven in specific areas – {mechanisms in place to manage//control//optimize AI performance* ***–*** *utilize unique external AI partner for solutions that are managed like everything else internally}*

*[give people 3 months of working 2 days a week if they perform well!]*

Meticulously Defined Metrics

Controls//Math in place to consistently measure + drive overall business impact

* Growth//Funding Stage Metric Management
  + - Goal//Action Tracking Mechanism that is consistently improved to drive overall business impact
  + Business Impact Metrics by specific category and line-by-line metrics defined within each impact group
    - – opportunity should be visible for every metric – tracked action items with time sensitive financial impact to corresponding actions should exist – mechanisms in place to ensure action items actually correspond to whatever financial impact exists

**Client//Customer Adoption Strategy**

* Need badass strategy to attract clients
  + Initial Strategy::
    - Actively Engaged with other 3PL companies – how do we steal them?
  + Marketing Strategy
    - – how do we offer the best solution & ensure that customers//clients know it [measurable ways of success {time driven//results oriented}?
    - Controls in place to persistently + consistently improving their experience {even if not needed}

Identify BEST 3-5 external solutions for each solution type listed above

* Have 10+ “y” metrics that combine to create rank factor [use good math] – aim to have the best external partner for each solution type + internal integration team w/internal goals
* External 3PL Solution should have a lot of thought put into it – strong Integration team – partner with ex-3PL leaders to define integration team roles
* External Solution Leadership team in place to manage outside solutions
  + :: same//higher level of standards

Outline everything in order of Probability – target to optimize the best possible way to stack rank items and apply weights to each specific metric

**Client//Customer Communication [Aggressive Methodology]**

* They should be tracking//have visibility and be taught how to rigorously manage their business
* Have aggressive internal communication process for clients//customers that ensure issues are immediately resolved & clients//customers understand impact,etc

**Inventory Management Process**

* Inventory Management should be rigiourous [weekly/monthly/annual calibration] & valued as critical within the logistics strategy
* Try to utilize AI when possible
* ZERO excess inventory + ZERO unfillable or sub-optimal inventory placement
  + – always have optimized placement for unique items -- have external solution in place for clients that want to hold excess inventory in-stock [Nebraska]

**Financial Opportunity Manager**

* Have controls in place that enable organization to have category level & line-by-line overall financial opportunities that are rigorously managed w/a management team that is held to a high standard [results//timeline driven]

**Experienced Leadership//Architects**

Identify individuals who have uniquely defined involvement in the organization but is there to help you along the process [NOT a consultant – find scrappy individual]

* You can just watch me! - call/text me when you see something that catches your eye
* [CFO+VP] Financial Management team is critical – need heavy experience on the innovative side that can aggressively drive the business + innovate quickly
* Any Senior Leader in the organization that gets hired needs to understand + be able to quickly & consistently “raise the bar” – aggressive management strategy

*[hire external role support if individual Is the right fit]*

* Internal Engagement Strategy – Internatinoal Employees :: “TV Show” – AI + tailor-made specifically for employee [ship:: quiet box+hotspot+laptop+tv – designed for employee]
* Productivity Optimization Culture – individual schedule optimization for individuals to improve performance – weekly check-in & calibration

**Funding**

* Private//Public
* Rank by Probability
* Approval likelihood, etc
* % interest [scope out by year category – 5,10,15 – what is the total impact – good statistics]

**Identify Partners to get Company off the Ground**

* Utilize Lafayette//Liberty
* Let college students//public openly apply – have mechanism for them to show their value
  + *Pay them extra based off their output – effectiveness [have AI]*
* –Engage international talent
  + *[international -- military,terriorist,military contractors “US”]*
* Government Leaders [opportunity to write the bible for small business
  + *get them involved – only benefits them ::*
* Network
* Tracking Mechanism [AI] –
  + *% goal, overall output performance, perf metrics, overall-personal, ability to track personal performance*
* Las Vegas // Lexington
  + [[Have Optimizer for Warehouse Location]]
* Have mechanism in place to consistently//constantly identifying talent & hiring talent + fostering innovation

**[3PL Leadership//Architect Identification] RubyHas Leadership Team**

*3PL Leaders//Architects in the Workforce – Valuable Situational Experience + Application*

Leverage any prior RubyHas employee that will consult with you

RubyHas scrapped together a winning 3PL with a lot of competition + not a lot of money + lack of resources + outdated logistics process.

Have someone perform analysis of RubyHas and highlight//rank strengths by solution type – target most impactful individuals that worked @ the organization

*Bribe them! – protected, etc*

*Process to engage external leadership//archiects to specific situations + how-to resolve –*

*Consistently engaged with roadblocks>>– have controls in place to ensure experienced solutions are always implemented when deemed as the best solution*

*--[Customer Service, Client Management, Ability to Flex to Customer Needs, etc]--*

Ranking Strategy

* Best Fit
* Cost
* Approval Probability
* Customer//Client Success Factor

**Public How-To Guide**

*[Create + Document + Publish]*

* Document EVERY STEP//PROCESS in Wiki//User Friendly Format
* Provide User Optimal How-To for their business in every cycle type [growth, time, financial, etc]
  + Should be enable an “optimizer” – plug in your company parameters & tells you what to + overall impact [long/short], basically everything you would need to know and have tracking mechanisms, and obstacle removal strategies

**<CREATE + DOCUMENT + PUBLISH>**

**++DEFINED MECHANISMS FOR GUIDE++**

**Standard Methodology for Updating**

*– guide management//review*

***NO Controls***

--do not limit content – have mechanism to work around issues