



# Justin Zubrod

Booz & Company

Based in McLean, Justin Zubrod is a Partner at Booz & Company with over 25 years of experience in the industry. He plays a key role in leading the firm's commercial transportation effort, and his expertise incorporates skills in strategy, performance improvement, and organizational alignment to develop corporate and business unit strategies for large-scale transportation and logistics enterprises worldwide.

Mr. Zubrod has assisted rail, air, package, motor carrier, ocean, and logistics clients in successful restructuring, growth, merger, and IPO initiatives, including:

- Launching and later refining the strategy for a global package company's new logistics service entity; the business is now one of the world's leading Third- and Fourth-Party Logistics (3PL/4PL) players, outsourcing logistics and distribution operations and management (3PL) and management services (4PL)
- Preparing a North American railroad first for deregulation, then for privatization and beyond, including strategy, organizational restructuring, operations improvement, and portfolio rationalization services
- Simplifying the business model of a U.S.-based trucking company to cut costs and return the carrier to profitable growth
- Determining how a global passenger airline could gain economic leverage from its alliance partners, including creating an innovative strategy that employed "co-sourcing," "cooperating," and "co-optimizing" to cut costs and produce over \$1 billion in savings

With articles appearing in publications such as *Traffic World*, Mr. Zubrod is a sought-after thought leader. He has testified before government agencies on a variety of transportation-related topics and is also a frequent speaker at industry events. In addition, he has co-authored the Booz & Company study, "Express Opportunities in China--Packaging a Strategy for the International and Domestic Express Delivery Market."

His professional service includes 18 years at A.T. Kearney, where he served as Partner and managing director of its travel and transportation efforts. He was also director of flight operations at United Airlines.