

# Young Professional

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## Daniel Castle – Bluescope Steel

As a principal supply chain analyst, Daniel Castle's responsibilities include the identification and implementation of medium to large projects that improve Bluescope Steel's costs, service or safety position. These responsibilities include analytical review, capital case development, project management, influencing of internal stakeholders, and system design and building improvement.



Daniel was promoted last year (from a senior to a principal supply chain analyst) due to his achievements. He has been identified as a High Potential Employee within BlueScope, delivering millions in savings for the company.

Daniel was asked to develop and implement a Cost to Serve tool for BlueScope Steel's Australian based sales. This tool is viewed as a critical enabler in improving margins for BlueScope Steel in a mature domestic market.

Daniel has also introduced another key business initiative around international freight optimisation. This initiative meets the ongoing business drive to lower costs for international distribution. It has been delivered by configuring the company's Transport Management System to optimise freight in containers in the same manner as which the system optimises domestic road and rail movements. Consequently, Daniel has allowed BlueScope to improve container utilisation for the movement of international freight by about 10 per cent.

Introduced a little over a year ago, the Transport Management System has delivered in excess of \$1 million in the past year alone due to further tweaks that Daniel made to the optimisation model.

## Leigh Williams – eStore Logistics

From the outset, chief executive officer and founder of eStore Logistics, Leigh Williams, has managed every area of the business, including operations, human resources, IT, sales and customer service.

Leigh's work building eStore Logistics has added value to the logistics industry through the creation of jobs and the establishment of a profitable 3PL business. This has also created value for eStore Logistics clients who have been able to take advantage of lower cost and high quality logistics services, improving their customer-facing offering.

As it stands, Leigh's eStore Logistics is the only 3PL targeting online retailers in Australia and providing a customised service. Leigh was able to identify where the logistics industry was failing to address the needs of its customers. In two short years he developed a company that is becoming a heavyweight in the 3PL industry.

He has gained widespread media attention across small business, enterprise technology, and channel press for his innovative approach to logistics.

In order to deliver tailored solutions, Leigh has innovated and taken a modular approach to the design of the warehouse management system. This enables customers to pick and choose from system modules to ensure that they receive the best possible outcome from the logistics function.

Leigh's most significant achievement is helping a \$20 million a year online retailer to implement a cost-effective logistics solution. The retailer has since grown rapidly, doubling its revenue.



## Nicholas Press - Press Logistics Group

Since 2009, director and senior consultant, Nicholas Press, has been responsible for building Press Logistics Group and promoting the logistics industry. Nicholas has contributed his time and effort to establishing a new logistics consultancy firm within the Australian marketplace with the goal of removing frustration and generating greater certainty in logistics and supply chain management.

As part of Press Logistics Group's market research, Nicholas used multiple research methods including surveys, interviews, and usage analysis to identify a significant lack of understanding of the importance of

logistics and supply chain management across the wider business community and its impact on the Australian GDP.

Modelled from military analysis and decision making tools, Nicholas created an analysis and implementation model that increases the certainty in logistics and supply chain management through planning, implementing, and maintaining holistic networks customised to meet the individual needs of businesses and customers.

Nicholas created and implemented an Introduction to Logistics and Supply Chain Management seminar that provides a basic understanding on each individual component of the



supply chain and their interactions with each other, while providing information on current trends within the logistics industry that may be beneficial in generating economic opportunities.

The development of the seminar program has resulted in significant

success in both the development and branding of Press Logistics Group, and in enhancing the importance and understanding of the industry as a whole. Since 2010, Nicholas has presented the Introduction to Logistics & Supply Chain Management seminar on behalf the Department of Innovation, Industry, Science & Research, the NSW Department of Industry and Investment, the Northern Territory Department of Business and Employment and in partnership with The Chartered Institute of Logistics and Transport Australia. To date, Nicholas has presented the seminar to more than 800 people across Australia.