

EDDIE SHELTON

DIRECTOR OF OPERATIONS

Distribution & Supply Chain | Multi-Site P&L Leadership | Network Optimization | Transportation & Logistics | Operational Excellence
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EXECUTIVE SUMMARY

Distribution and supply chain operations executive with more than two decades leading high-volume, high-complexity networks across distribution, transportation, 3PL, cold chain, final mile, and manufacturing. Brings greenfield distribution centers online, restores margin in operations that have drifted, and builds leadership benches that outlast the turnaround. Carries full P&L and budget accountability up to \$105M across labor, operating, and transportation, leading organizations that exceed 1,300 associates. Pairs Lean Six Sigma discipline with floor-level command of safety, service, and cost, and moves between enterprise strategy and daily execution without losing either — holding frontline managers and senior operations managers to the same standard.

CAREER HIGHLIGHTS

- **Greenfield launch:** Brought online American Tire Distributors' first 800,000 sq ft regional distribution center — serving 22 downstream DCs across six states — and set the operating model from an empty floor.
- **Scale & P&L:** Directed cold chain operations across seven facilities and a \$105M labor budget, improving throughput-to-cost performance 29% and lifting operational KPIs 14% year over year.
- **Safety record:** Sustained zero OSHA recordable incidents over 18 months while cutting safety incidents 59% and raising productivity 38% across a 1,300+ associate workforce.
- **Service performance:** Holds enterprise service at 99.86% on-time shipping and 99.29% inventory accuracy across a 30,000+ SKU catalog.
- **Transportation cost control:** Managed a \$100M+ national transportation cost center, standardizing carrier bids and SLAs to improve on-time delivery 24% with zero FMCSA/DOT violations.

CORE COMPETENCIES

P&L Management • Enterprise Operations • Distribution Operations • Supply Chain Strategy • Multi-Site Leadership • 3PL / Third-Party Logistics • Transportation & Logistics • Final Mile Delivery • Cold Chain Operations • Warehouse Operations & WMS • Network Optimization • Lean Six Sigma • Continuous Improvement • Operational Excellence • Inventory Management • Labor & Capacity Planning • Change Management • Budget & Cost Management • Demand Planning / S&OP • Safety & Regulatory Compliance (OSHA, DOT, FMCSA) • KPI & Performance Management • Cross-Functional Leadership • Talent Development & Succession • Strategic Planning • Warehouse Automation
Systems & Platforms: SAP • Blue Yonder • Oracle • NIS • WMS / TMS / ERP

PROFESSIONAL EXPERIENCE

American Tire Distributors Atlanta, GA

Operations Director Apr 2024 – Present

- Brought online the company's first 800,000 sq ft regional distribution center — a greenfield build serving 22 downstream DCs across Georgia, Florida, Tennessee, Alabama, Mississippi, and Kentucky — and set the operating model from an empty floor.
- Lead 8 direct reports and 400+ associates on a \$60M operating budget and \$15M transportation budget, designing inbound and outbound workflows for 30,000+ domestic and international SKUs moving daily.
- Hold service at 99.86% on-time shipping and 99.29% inventory accuracy while closing the year with zero OSHA recordable incidents.
- Built the receiving-to-dock process and coaching cadence that keeps order fulfillment at 99.77% accuracy across a high-mix, high-velocity catalog.

iJility Atlanta, GA

Director of Operations, Multi-Site Aug 2021 – Apr 2024

- Directed cold chain storage and fulfillment across seven Georgia facilities — 12 direct reports and 1,300+ associates — on a \$105M labor budget, partnering with supply chain executives and industrial engineers on the tactical plan behind each site.
- Improved throughput-to-cost performance 29% and delivered a 14% year-over-year gain in operational KPIs, sustaining a 3.9x cost-efficiency rate through disciplined financial control.
- Developed a bench of 12 operations leaders with clear KPIs and accountability structures, cutting safety incidents 59% and lifting productivity 38%.

- Owned P&L for safety, staffing, and performance across all sites and reached a zero-recordable safety milestone sustained over 18 months.

Reddy IceAtlanta, GA

Plant General Manager, Hub OperationsFeb 2017 – Aug 2021

- Led end-to-end operations — safety, production, warehousing, quality control, distribution, and transportation — for the Atlanta hub production facility and five distribution centers across the Georgia Market, supporting \$55M in annual revenue.
- Served as PSM Program Executive for ammonia refrigeration, holding full EPA/OSHA process safety compliance with zero major incidents across a four-year tenure.
- Reset production to demand-driven scheduling, raising order fill rate 34% and clearing chronic stockouts.
- Coached six operations leaders to stronger performance, dropping turnover 25% and improving team KPIs 37%.

GA Market Distribution ManagerAug 2015 – Feb 2017

- Managed logistics, distribution, and direct store delivery across five Georgia locations; implemented a demand-driven routing system to cut delivery cost 21% and improve on-time performance 44%.
- Ran DOT/FMCSA compliance for a 28-vehicle fleet through structured audits and driver accountability, holding a top-tier CSA safety score.

PepsiCoOrlando, FL & Atlanta, GA

Logistics, Distribution & Transportation ManagerMay 2014 – Aug 2015

- Managed a \$100M+ transportation cost center — carrier procurement, bid negotiations, and financial forecasting for inbound raw materials and outbound distribution across the South and Southeast.
- Standardized RFP criteria and carrier SLAs through the annual bid, improving on-time delivery 24%.
- Held 100% DOT/FMCSA compliance across company drivers and contracted carriers, with zero regulatory violations during tenure.

Supply Chain Senior LeaderApr 2010 – May 2014

- Directed direct-store and bulk delivery across 38 routes at 99.8% on-time delivery — the highest site performance in the company.
- Reduced operational disruptions 41% through structured coaching, operational audits, and process analysis.

Smoothie King NorthAtlanta, GA

Franchise Owner / OperatorFeb 2006 – Feb 2019

- Built and ran a franchise for 13 years alongside a full-time supply chain career — full P&L, inventory, quality, and a team of 20+ — and kept it profitable through the 2008–2010 recession.

EDUCATION

Bachelor of Science, Business Administration & Management — Brewton-Parker College

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Lean Six Sigma Black Belt
- Process Safety Management (PSM) Executive — Ammonia Refrigeration
- Supply Chain Foundations: Transportation Professional Certificate — CSCMP, 2026
- Project Management for Supply Chain Professional Certificate — Council of Supply Chain Management Professionals (CSCMP), 2026
- Generative AI for Supply Chain Professional Certificate — CSCMP, 2026
- Google Cloud Generative AI Leader