

# CTP PROFILE



## Duane Woods, CTP

Director of Transportation Operations  
Safeway, Inc.

*Our CTP PROFILE, Duane Woods, was one of the first "pioneer" CTP graduate from Safeway in 2011 and was recently elected to the NPTC Institute Board of Governors. He is a frequent presenter at the Private Fleet Management Institute and Annual Conference; is a member of the NPTC Conference Planning Committee, and a member of the Annual Benchmarking Survey Report Advisory Committee.*

The grocery store business and transportation have been part of Duane's entire working life. Raised south of Portland, Oregon, Duane worked after hours while in high school at a local independent grocery store as a bagger, shelf-stocker, and warehouse clerk. His early transportation career started with Consolidated Freightways as a dock supervisor. Duane transitioned to become one of Safeway's youngest Driver Supervisors at Clackamas, Oregon in 1991.

Three years later, Duane moved to Phoenix, AZ., as a Traffic/Backhaul Coordinator where he implemented routing solutions and improved backhaul. In 1998, he continued his Traffic Coordinator role, but moved backstage in the buying/merchandising department. A year later, he completed his college education earning a Bachelor of Science Degree. Several promotions followed: corporate traffic office as systems administrator where he managed critical business systems; manager of corporate traffic; director of traffic; then back to Oregon to become transportation manager in a distribution center where he managed private fleet trucking operations, fleet repair, and a division recycle warehouse.

In late 2008 he joined the corporate team at Safeway's head-quarter office in California as Director of Transportation Operations where he oversees all transportation, capital equipment/spec/purchasing, compliance, operational best practices, and lean processes. In 2010, Duane completed his Lean/Six Sigma Green Belt certification and earned his CTP designation in 2011.

Why would a seasoned practitioner with this much experience like Duane Woods—with over 20 years of varied and successful per-

formance in transportation management roles at one of top private fleet companies in American, with a college degree and certification in Lean/Green Belt Six Sigma—be interested in the Certified Transportation Professional® program and become engaged as an active contributor to NPTC training programs and networking events? And, why would a highly sophisticated and resourceful company like Safeway effectively "institutionalize" the CTP program as a standard "best practice" management credential for its transportation managers?

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Duane's answer is simple: "NPTC is a great educational resource for continuous 'new and best' training now!" Duane says that during his 20 years with Safeway, most of his learning—excellent as it was—consisted of "on-the-job" training through a sequence of skill-building techniques and processes within compart-

mental "silos" focused on specific aspects of transportation. "Today, fast-paced corporations like Safeway," says Woods, "need to get new information and new tools into the hands of managers—sooner and more effectively than ever before."

This is especially important because Safeway is a growing company and gives priority to promoting managers from within. "What's required now with tighter KPIs and expectations of greater return-on-investment gains in shorter time frames is a bigger and more comprehensive understanding of all key aspects of transportation and how they interact on a path of continuous improvement."

This is why NPTC is so valuable. Duane calls the Council "an avenue to accelerated learning". "The NPTC workshops and culture of networking are absolutely the best and most efficient ways that fleet managers can stay on the 'next level' edge of best practices, technology advances, and new operational protocols," Duane says. He points out that the high degree of engagement of both fleet and allied/supplier members at NPTC makes the Council a great one-stop venue resource for all the information needed to run a private fleet at world-class level.

"Every year the Annual Conference gets better and better—and truly helps Safeway get better and better as well," says Woods.

Safeway, Inc., has one of the largest and most successfully innovative private fleet operations in the United States. Under the leadership of Tom Nartker, Vice President-Transportation, a member of the NPTC Board of Directors, Safeway has been actively involved in the Council's Certified Transportation Professional (CTP®) program. Eight managers from the company thus far have earned their CTPs and several others from the company are prospective candidates. Safeway also recently became a FIVE STAR member of the Council.



by Gary Petty  
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