

SAL JONES

GLOBAL LOGISTICS & TRANSPORTATION EXECUTIVE

OPERATIONAL EXCELLENCE | MARGIN & SERVICE EXPANSION | ORGANIZATIONAL TRANSFORMATION

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Logistics executive with a career spent leading transportation, distribution, and warehousing functions across Fortune 200 supply chains. Recognized for building high-performing organizations that deliver sustainable cost and service improvements. **Expertise includes standing up new capabilities, scaling complex operations, and revitalizing teams to drive culture and stability.** Brings end-to-end experience from sourcing and concentrate manufacturing through global distribution and customs execution across CPG, beverage, and wine and spirits portfolios.

\$80M+
Career Savings Delivered

\$150M
Operational Spend

140+
Team Members Led

85%
Employee Engagement

30% to 91%
CBI OTIF Transformation

Global Logistics & Transportation Strategy | Distribution Network Design | 3PL & Carrier Governance
International Trade & Customs Compliance | Supply Chain Risk & Business Continuity | Cost-to-Serve Optimization
Strategic Sourcing & Partnerships | Organizational Transformation & Talent Development

PROFESSIONAL EXPERIENCE

Constellation Brands, Inc.

Sep 2021 – Dec 31, 2025

Fortune 500 producer of beer, wine, and spirits. Supported Wine & Spirits division supports \$3B in annual revenue.

Vice President, Transportation & Logistics

Aug 2024 – Dec 31, 2025

\$150M operational spend | 140-person organization | Trade Compliance | Multi-site DC network | 2,900 SKUs

Promoted to expand functional ownership to include customs and international trade compliance while steering a logistics network transformation through a major portfolio divestiture and 3 concurrent external disruptions (ILA port strike, Panama Canal congestion, tariff escalation).

- **\$18M in annual savings** from logistics strategy for divestiture of 60% of wine volume through network redesign, 3PL restructuring, and process digitization. Internal operations outperformed all external 3PL bids on cost and service.
- **Every cost metric finished below plan** despite 70% SKU growth (1,700 to 2,900): OB fulfillment 12% under plan, import costs down 11%, domestic freight down 18%.
- **99.98% inventory value accuracy and 99% inventory accuracy** across LDC, Vaz, and Mission Bell at year-end. 8-year injury-free record with zero recordable or lost-time incidents.
- **Maintained OTIF and customer visibility through 3 simultaneous crises** (ILA East Coast port strike, Panama Canal congestion, tariff escalation) by leveraging weekly S&OE routines and real-time transportation analytics in close partnership with Planning and Customer Service.
- **\$2.7M solar infrastructure investment** (75% utility cost reduction, \$260K+ annual savings). Sponsored E-commerce fulfillment insourcing via DMAIC (\$500K+ savings).
- Formalized the **Trade Compliance operating model** for Wine & Spirits Division, including SOP's, customs broker scorecards, relationship management routines, proof-of-export and duty drawback processes and cross-functional alignment with Corporate Tax and Finance. \$176K in CBMA excise tax savings on tequila imports from Mexico.

Senior Director, Global Transportation & Logistics

Sep 2021 – Aug 2024

Recruited by former Coca-Cola leader. Promoted from Director within 3 months. Inherited a function with zero documented contracts, no carrier governance, no performance metrics or leadership in place.

- **\$50M+ in cumulative cost reductions** through a multi-year transportation and logistics strategy, including \$22M from FY24 RFQs alone. 212% import RPC reduction. 60% freight cost-per-case reduction. RFQ process consistently generating 25%-35% YOY savings.
- **OTIF transformed from 30% to 91%**. 98.7% inventory accuracy. 99.3% shipping accuracy. Miss-shipments reduced 94% (384 to 22).
- **Carrier governance instituted where none existed**. 75% of spend placed under contract from zero documentation. Carrier collusion uncovered and corrected from prior leadership. Carrier base rationalized by 35%.
- **Network-wide operational efficiency gains**: trailer utilization from 92% to 96.2% (\$450K savings). BDL reduced \$900K. Carrier claims cut 50%. Forklift processing time from 12 to 5 minutes per line (171% improvement).
- **85% employee satisfaction (company-leading)**. Culture transformation through skip-level meetings, book-driven leadership development, and team-driven strategic planning. Promoted and sponsored team members into expanded roles and New Leader Training.
- **Technology and automation infrastructure deployed**: 4-Kites and Project 44 (shipment visibility), Alteryx/Tableau (freight analytics), AI email bots (transport coordination), SAP EWM (LDC), SAP TM selected as enterprise TMS.

The Coca-Cola Company

May 2006 – Sep 2021

Global beverage leader. Corporate Supply Chain (CPS), concentrate manufacturing division. North America and global operations.

Logistics & Transportation Regional Lead, CPS North America

May 2017 – Sep 2021

Multi-site warehouse + transportation | Global warehousing SME (4 continents) | Regulated product operations | \$44M inventory

Directed end-to-end logistics and transportation for concentrate operations across the mainland U.S. and Puerto Rico. Served as the company's global subject matter expert for warehousing standards and metrics, setting performance benchmarks across North America, EMEA, Asia, and Latin America.

- **Built Coca-Cola's Transportation Business Continuity Plan and led the Hurricane Maria crisis response:** maintained uninterrupted concentrate delivery to bottling partners throughout a 3-month Puerto Rico plant closure. Established emergency air freight from Ireland and Mexico and built a bulk-tanker supply chain with 3PL and Quality partners to keep customers supplied.
- **Delivered 97.9% OTIF and 99.35% carrier service performance** for concentrate logistics.
- **Implemented 3PL-managed Control Tower** for Jones Act and international shipping lanes. Standardized transportation SOPs globally in partnership with regional transport leaders. Achieved **C-TPAT Level 3 certification** enabling expedited customs clearance.
- **Negotiated ocean freight RFQ delivering \$1.1M annual savings.** Championed 5%+ year-over-year transportation procurement savings. Sustained 12-year accident-free record in North America Distribution Center Network.

Transportation & SRM Manager, CPS North America

Feb 2015 – May 2017

North America transportation procurement | Global process standardization | Teams across U.S., Costa Rica, Puerto Rico

- **Built the carrier relationship management discipline for North America:** structured SRM routines (monthly ops reviews, QBRs, Top-to-Top sessions), introduced KPIs for OTD, tender acceptance, on-time pickup, and billing accuracy. Built and executed multi-year transportation strategy.
- **Delivered \$750K annual savings** via 3PL LTL consolidation. Reduced transportation carbon footprint by 12% through LNG ocean vessel expansion and sustainable shipping partnerships.

Materials & Logistics /Distribution Network Manager

June 2006 – Feb 2015

North America distribution | 4 sites | 8 direct reports | 1,500+ SKUs | Customer service, procurement, scheduling, kitting | Global warehouse metrics lead

Expanded scope from single site to all North American concentrate distribution, and became 1 of 4 global leads setting warehouse standards worldwide.

- Restored process discipline and realigned ERP-driven workflows across a chronically disengaged operation, converting an unfillable role into **one of the division's most competitive leadership assignments.**
- Consolidated 3 Atlanta warehouses into one facility with SAP high-rack automation, **deferring \$2.5M in capital.** Executed network optimization delivering **\$1.3M annual savings** while maintaining customer service through voice-of-customer (VoC) engagement and night-shift pick-and-ship operations.
- **Led global warehouse standardization initiative,** setting metrics and performance tracking across Coca-Cola concentrate operations **in North America, EMEA, Asia, and Latin America** as one of four regional leads.
- Increased **ATP performance by 12%** through demand analysis and cross-functional forecast collaboration. Managed kitting operations for customer production sites with **99%+ order accuracy across 1,500+ SKU portfolio.**
- **Career progression into broader leadership responsibility across Coca-Cola's concentrate system:**
Site Operations > Network Distribution > Transportation Procurement > Regional Logistics Leadership

ADDITIONAL CAREER EXPERIENCE

COCA-COLA ENTERPRISES – Warehouse & Transport Manager

Managed in-house fleet operations and external fleet procurement. Launched driver continuous-move program generating \$500K in annual savings.

KRAFT HEINZ – Warehouse Foreman to Operations Lead (Detroit & Atlanta)

Part of founding 6-person leadership team for 1M sq. ft. multi-business-unit facility in Atlanta, bringing four Kraft business units under one roof and enabling consolidated customer fulfillment for the first time.

TECHNOLOGY & SYSTEMS

TMS: SAP TM, Oracle OTM, Blue Yonder | **WMS:** SAP EWM, Oracle WMS | **ERP:** SAP S/4 HANA, SAP R/3

Methodologies: Lean Manufacturing (DMAIC), Continuous Improvement, Strategic Sourcing, S&OP/IBP, Alteryx, Hazmat/DOT Compliance, Ariba P2P

EDUCATION & CREDENTIALS

Bachelor of Arts, Communications – College of Wooster, Ohio

Generative AI in Supply Chain – Georgia Tech (2025) | **Supply Chain Management Certificate** – Georgia Tech (2016)

L.E.A.P Senior Leadership Development – Coca-Cola (2017) | **7-Step Strategic Sourcing** – Coca-Cola (2015)

C5 Georgia Youth Leadership – Board of Directors | AASCEND BRG Leadership (Constellation Brands)

Coca-Cola & CBI Mentor Programs | Atlanta Food Bank Volunteer