

# Brett Beavers

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## Amazon.com, Seattle, WA

### Senior Finance Manager

March 2015 – January 2021

I led the development of one of the largest global financial systems in supply chains, managing \$23B of financial transactions with key strategic partners. I led the development of our transportation financial systems supporting supply chain auditing and financial reporting. I built a global team of program managers and analysts with responsibilities across North America, Europe, and Asia. I ensured the accuracy and integrity of our transportation financial systems globally for all steps in the supply chain. The team accrued \$220MM in savings during my tenure through process efficiencies and standardization in our customs duties, transportation payments, and process redesign. I built a global shared services team responsible for freight audit and program management. Together, we developed an operations financial reporting system, capable of handling product line transactions at an item level for every Amazon shipment globally and handled full accounting automation, delivering simultaneous financial statements and retail operations reporting.

I was responsible for our Amazon Global Logistics operation during its launch as well as domestic operations across North America, Europe, India, and Australia. My team was responsible for the ongoing development of one of the most complex logistics activity-based cost models in the world, serving Amazon retail and operations teams worldwide across all levels of the organization. This responsibility has included the financial management of transportation technology teams and the continuous evaluation of our internal software capabilities versus our customer requirements and global standards of excellence. This role served as a strategic partner for all logistics sourcing and new program development at Amazon. I personally advised on the launch of Amazon Prime Air, Amazon Delivery, and Amazon Logistics.

I led Amazon Music finance for international markets, corporate development, marketing, and demand forecasting globally from 2019 to 2021. I developed a machine learning-based modeling framework to reinvent the forecasting process for Amazon Music subscriptions across Alexa devices - now being deployed across the global planning process. I built a financial framework for expansion that allows Music to quickly evaluate tradeoffs between investment opportunities in new locations or service offerings as location demographics change. My role focused on identifying opportunities to increase our listener base and diversify our service offerings. I launched two new geographies and recommended strategies in the Music livestreaming space for customer engagement. I built a framework for evaluating brand marketing impacts on customer growth and helping our marketing teams optimize campaigns for impact. I advised on the acquisition of the podcasting network Wondery by Amazon in 2020.

I was responsible for the Amazon Fire Tablet product line, product development, marketing, and operations efficiency from 2018 to 2019. I led the team to develop a demand-forecasting process that enables large-scale iterations during planning cycles. Leveraging econometric models, we enabled the optimization of our promotional discounts across the full year to maximize ROI. The team drove a defect resolution in our reverse logistics process - a significant cost driver for the product line. By up-leveling the capabilities of the team and partnering across finance and technical teams, we led the development of activity-based costing tools, daily forecast dashboards, and automated monthly financial packages, reducing significant administration burden on the team. I oversaw the launch of the Fire Tablet 12<sup>th</sup> generation product line as well as the development of Amazon Kids+ subscription service.

## **J.B. Hunt Transport Services, Inc., Lowell, AR**

### **Director**

January 2003 – March 2015

I developed and implemented the business plan for Integrated Capacity Solutions in 2003, now a \$1.3B enterprise, working with executives and board members to plan and implement the business. I managed pricing, marketing, procurement, and systems development throughout the startup. I led the development of J.B. Hunt 360 from the first prototype (<https://www.jbhunt.com/our-technology/shipper-360>). I acted as financial controller from 2003 to 2007. I led the development of a new independent contractor fleet in 2006, which became the standard business model for the company's truckload capacity today. In 2007, I recruited and trained over 100 new sales and operations employees to the organization, forming the backbone of the management, sales, and operations teams that exist today. I created Specialty Services in 2008, responsible for the development of new product lines, including flatbed, refrigerated, less-than-truckload, outsourced intermodal, customs brokerage, warehousing, and logistics product lines. I developed and implemented a scalable corporate marketing program, advertising placement, and initiated ecommerce at the company in 2007. I led government sales, corporate development for sole source logistics contracts, and advised on corporate acquisitions.

### **Finance & Operations**

Prior experience included J.B. Hunt Transport Financial Analyst, Area Service Manager, Pricing Manager where I developed the company's activity based costing and stochastic models as well as the establishment of the first large-scale dashboard serving the entire corporate leadership. I was responsible for \$20 million capital expenditures as well as the strategic initiative to split of the Truckload and Intermodal business segments in 2000. I advised executive management on all areas of revenue and cost analysis, including wages, acquisitions, and strategic analysis for our top accounts. I led research into strategic initiatives to diversify into new markets as well as abandoning traditional company segments, which resulted in the creation of Integrated Capacity Solutions in 2003.

### **Education**

**University Of Washington – Foster School of Business (Class of 2024)**

**University of Arkansas - BSBA, Financial Management**

### **Technical Skills**

Business Development, Corporate Development, Financial Modeling and Planning, Acquisition Modeling, Data Science, Data Visualization, Product Development, Customer and Market Segmentation, Financial Controls and Automation, Python, SQL, Salesforce, Power BI, Logistics Management Systems, Web Development, Econometric Modeling and Price Elasticity, Microsoft Office, Adobe Creative Suite, Activity Based Costing, Demand Planning, Team Building