

# Will Quinn

THE DISTRIBUTION GUY®

Executive guidance for distribution leaders who need cleaner operations, stronger teams, and results that hold up on the floor, not just in the boardroom.

“AI will not fix broken processes. It will make them fail faster. That’s why the foundation matters.”

[will@thedistributionguy.com](mailto:will@thedistributionguy.com) [www.thedistributionguy.com](http://www.thedistributionguy.com)



## ABOUT WILL

Will Quinn has spent 25+ years inside distribution and warehouse operations, leading teams at Coca-Cola, Grainger, MSC Industrial Supply, and Capstone Logistics. He knows what execution failure looks like because he’s been the one responsible for fixing it.

He advises organizations on closing the gap between strategy and the floor, teaches graduate-level SCM at Elmhurst University, and writes as The Distribution Guy®. A U.S. Marine Corps veteran and certified veteran-owned business operator.

## WHAT MAKES HIM DIFFERENT

- Former operator: ran the docks before coaching them
- Led union and non-union teams across sectors
- Manual, semi-automated & automated environments
- Execution-focused, not buzzword-driven
- Practitioner-first — never self-serving

## AUDIENCE TAKEAWAYS

- ✓ Where ops actually break; often not where expected
- ✓ Execution improvements without waiting on tech spend
- ✓ Tools for leading frontline teams with consistency
- ✓ An honest read on what technology can and cannot fix
- ✓ Why walking the floor still beats any dashboard

## SPEAKING TOPICS

### 01

#### Steel-Toed Leadership

What real leadership looks like when the dock is behind, the team is tired, and results still have to happen. Drawn from 25+ years of pressure-tested experience.

- ✓ Managing vs. actually leading on the floor
- ✓ Building credibility with teams that have seen it all
- ✓ Accountability structures without micromanaging

### 02

#### Where Execution Breaks Down

The most common failure points across distribution — and a diagnostic framework for finding and fixing them before they become crises.

- ✓ Top five places execution fails in distribution
- ✓ A framework leaders can apply immediately
- ✓ Quick wins without big capital investment

### 03

#### AI Won’t Fix Broken Processes

Why tech on a weak foundation makes things worse. Built for leaders under pressure to modernize without losing operational control.

- ✓ Honestly assess your automation readiness
- ✓ The foundation every tech investment requires
- ✓ What to fix before you buy — and stop buying

### 04

#### Building Frontline Leaders Who Deliver

Turning supervisors into genuine leaders with accountability structures and coaching habits that sustain performance even when no one is watching.

- ✓ A repeatable model for developing supervisors
- ✓ Coaching habits that build consistency
- ✓ Retaining frontline talent in a tough labor market

### 05

#### Get off the Call and walk the floor.

Turning supervisors into genuine leaders with accountability structures and coaching habits that sustain performance even when no one is watching.

- ✓ A repeatable model for developing supervisors
- ✓ Coaching habits that build consistency
- ✓ Retaining frontline talent in a tough labor market

Presence is not optional. This session gives leaders a practical framework for getting back on the floor with purpose.

#### KEY TAKEAWAYS

- ✓ Why proximity to the work is a competitive advantage
- ✓ How to walk the floor with purpose, not just presence
- ✓ What 20 minutes of walking reveals that 2 hours of data never will
- ✓ Building a culture where leaders stay close to the work

## WILL SPEAKS AT

- Association conferences & distributor summits
- Leadership off-sites & executive forums
- Trade events & industry symposiums
- Corporate training & graduate-level education

## PAST STAGES

- Distribution Strategy Group
- NAW
- ISA
- NAED
- Third Stage Consulting – Stratosphere
- Elmhurst University (Graduate Faculty)

## WILL'S BOOK

### Warehouse Management Strategies

A Real-World Guide for Modern Distribution Leaders. Written for people who run the floor, not just study it.