

William Leonard

Consultant

Hong Kong, Hong Kong | [LinkedIn](#)

Supply chain leader with 15+ years running operations across APAC, North America, and Europe, covering demand and supply planning, warehousing, freight, and 3PL management. Known for hands-on systems work and Lean Six Sigma improvements that cut cost and raised service levels.

EXPERIENCE

Consultant East Winds West Advises clients across Greater China on warehousing and distribution efficiency and on the most effective ways to manage tariff compliance and mitigation. Restructured an outdoor apparel brand's distribution footprint in mainland China by setting up regional and local inventory pools, which shortened transit time to retail locations and kept in-stock levels healthy at points of sale.	Jan 2025 — Present <i>Greater China</i>
General Manager Solutions & Engineering SEKO Logistics Ran end-to-end supply chain operations for key APAC and global clients, covering demand and supply planning, inventory, warehouse management, freight, and customer service. Built a proprietary PO Management System modeled on GTNexus that handles over 1.5 million purchase orders and 150,000 containers a year. Grew parcel processing from 3,000 to 25,000 daily parcels, saving over \$500K annually, and led a team of 10+ across performance management and development.	Oct 2018 — Mar 2024 <i>Hong Kong SAR</i>
Director of Solutions & Engineering Sesé Logistics Set up US freight forwarding and logistics operations from the ground up, including warehouse design, asset acquisition, and IT system implementation. Selected sites and optimized warehouse layout and distribution flow while leading cross-functional project teams.	Sep 2017 — Aug 2018 <i>United States</i>
Director of Strategic Account Solutions Cargomatic, Inc. Redesigned urban pickup and delivery models, raising daily shipment volume from 80 to over 1,100. Added geo-based pricing and routing, and worked with sales, IT, and operations to keep solutions tied to business goals.	Jan 2016 — Jan 2017 <i>Greater Los Angeles Area</i>
Director Of Traffic and Logistics Lakeshore Learning Materials Managed global transportation contracts and vendor relationships, cutting transportation costs by 16% while improving service KPIs. Launched an origin consolidation program in China that raised container utilization by 23%. Ran cross-border logistics and integrated logistics providers with Oracle and GTNexus/K&N.	Jan 2015 — Jan 2017 <i>Greater Los Angeles Area</i>
Operations Manager & Lean Expert CEVA Logistics Held P&L responsibility for \$35M in air, ocean, and ground freight across global export operations. Oversaw a 180,000 sq ft warehouse and cut domestic operational costs by 36% through routing and process changes. Led a team of 20+ across several sites on continuous improvement and Lean initiatives.	Jan 2007 — Jan 2015 <i>Greater Los Angeles Area</i>
Marketing Associate American Red Cross Los Angeles Region	Jan 2004 — Jan 2007 <i>Greater Los Angeles Area</i>

EDUCATION

Curtin University	Jan 2001 — Jan 2001
Southern Methodist University <i>BA in Political Science</i>	Jan 1998 — Jan 2002
University of California, Los Angeles <i>Business Administration</i>	

CERTIFICATIONS

Lean Six Sigma Black Belt (ICBB) , CEVA Logistics	Mar 2009
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SKILLS

Six Sigma Black Belt · Budgeting · Manufacturing · Product Development · Cross-functional Team Leadership · Commercial Negotiation · Multinational · Customer Relationship Management (CRM) · P&L Management · Contract

Logistics · Operational Strategy · International Sales · Negotiation · Forecasting · Inventory Management · Strategic Planning · Procurement · Leadership · Account Management · Management · Strategy · Continuous Improvement · Project Management · Supply Chain Management · Air Freight · Freight Forwarding · Warehousing · Logistics Management · Transportation Management · Ocean · Customs Regulations · Freight · Transportation · International Logistics · Reverse Logistics · Ocean Freight · Supply Chain · Export · Import · Operations Management · Operational Excellence · Process Improvement · Warehouse Management · Logistics · LTL · Supply Chain Optimization · Third-Party Logistics (3PL) · Business Process Improvement · Warehouse Management Systems · Supply chain strategy · Order management · Demand planning · Supply planning · Materials management · Distribution operations · 3PL management · Vendor management · Cost control · Compliance · Team leadership · OMS · ERP · WMS · TMS · SAP · Oracle · Microsoft Dynamics · InforNexus · FourKites · Project44 · RailInc · INTTRA · Advanced Excel · Power BI · Data visualization · English · Spanish · Chinese · Korean