



## **Mr. Brent Cox**

### **Director, Defense Distribution Depot Barstow, Calif.**

Brent Cox assumed command of the Defense Distribution Depot Barstow, Calif., or DDBC, on March 21, 2009.

Cox was born in Twin Falls, Idaho, in 1952, but was raised in Westminster, Calif., and he received a Bachelor of Business Administration from the National College of Business, Rapid City, S.D.

Cox has had a diverse career, spanning decades, focused on logistics, strategic planning, business and sales development, vendor management, and entrepreneurial pursuits. He has had extensive hands-on Kaizen Training which focuses on identifying and eliminating waste in every aspect of an operation.

As president of the packaging/distribution division of STARTEK USA, Cox successfully governed a range of functions in the U.S., U.K., and Singapore; had complete profit & loss and sales responsibility for all U.S. and U.K. operations; oversight for a Singapore joint venture; implementation of International Organization for Standardization 9001:2000 standards and accomplished certification in the first review; and installation of SAP Enterprise Resource Planning – Manufacturing Resource Planning system, under timeline and budget, in less than six months, and modules included manufacturing, planning, costing, finance and sales-distribution.

During his tenure as sales manager, operations, and general manager at STARTEK USA, he developed strategies that grew revenues from \$5 million to over \$120 million. He also negotiated world wide contracts with UPS, Federal Express, and DHL, which included on site loading of belly containers and trailers based on a pre-sorted build to order, ship location production strategy; developed direct-to-store distribution strategies which enabled newly released products to be “on shelf” nationwide within four days of manufacturing release; implemented an Electronic Data Interchange strategy that allowed build-to-order capabilities for both distributors and individual store locations reducing the need for finished goods inventory by 80 percent; developed and implemented systems and strategies to support individual internet orders, including gift certificate generation, to be processed in a same-day pick, pack, and ship environment; and implemented policies and procedures to support receiving sea containers containing consumer goods and electronics from Asian manufacturers for distribution directly to end-users, distributors, and storefronts.

Cox was also instrumental in implementing vendor management strategies reducing lead times from six weeks to two weeks on 90 percent of products used by the manufacturing division resulting in reduced warehouse square footage and faster “master release to shelf time” for customers. He developed interface capabilities for customers to use SAP to release engineering specs, track manufacturing status, and download both bulk and direct-to-store shipments, eliminating the need for dual systems and entry personnel.

Before being selected for his current position, Cox not only served as DDBC’s contracting officer’s representative, but he also worked at AKIMA Logistics Services, the current logistics contractor at DDBC. There, he was the business and distribution manager responsible for business operations and human resources.

Cox currently resides in Apple Valley, Calif., with his wife Yvonne, an elementary school teacher.