

How did you join the Supply Chain arena?

I studied Linguistics and Business Administration and wanted to go into Advertising or Marketing. What attracted me most was Market Research - investigating the impact of specific measures and identifying the key drivers of marketing and sales strategies.

After finishing my studies, I joined Danzas Solutions (now DHL Supply Chain), supporting the Global Marketing & Sales FMCG team. My day-to-day was trucks and warehouses, cases and pallets, WMSs and forklifts.

I got to know the behind the scenes of the neatly filled store shelves, the shiny displays and the 2-for-1 bundles. I was able to see technology evolving, from paper-based sorting to scanning, RFID, voice-recognition, light-sensing and google-glasses. Nothing like I had imagined when I was a student – much more exciting!

Today, I stand strong with more than 20 years in Logistics and a successful track record in supply chain optimization, continuous improvement, strategy development, account management, and global business development.

At Neovia Logistics I found likeminded people - passionate for logistics, with lean-thinking as part of the DNA and fully customer centered. I am responsible to grow our customer base into the Retail and Consumer Goods industry.

Which statement motivates or inspires you?

“Continuous Improvement is better than delayed perfection” – Mark Twain



Julia Edler, Director Business Development, Neovia Logistics

What are you passionate about in SC?

Some of the things I especially love about my job:

- It's international – logistics companies are pivotal to global trade, which is what my heart beats for. I travel a lot (in non-pandemic times!) and work with people from different countries and cultural backgrounds. I speak four languages and can use them every single day!
- It's customer centred – I pride myself on listening to and understanding my customers, securing their satisfaction and gaining their trust.
- It's a key area to profit from technological advancement! Our main challenge in this journey is culture, the mindset – not technology. I am proud to work for a company that engenders a safe environment, stimulates transparency and collaboration, striving to become better every day. This is the key enabler for technology advancement.
- Being able to collaborate with, motivate and lead people to success – it is the most rewarding experience.