



Master of
Industrial Distribution
COLLEGE OF ENGINEERING

What it takes to Attract Next-Generation Talent: Employer Branding and Social Recruiting Master of Industrial Distribution + NAHAD Scholarship



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Co-Founder, Talent Development Council



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Master of Industrial Distribution
Texas A&M University

March 4, 2025



Agenda

- About Texas A&M University
- Micro-Lesson: **Next-Generation Talent**
 - **Employer Branding**
 - **Social Recruiting**
- MID Program Highlights
- NAHAD Scholarship
- Q&A



Texas A&M University

- **Largest** University in the U.S.
- Established 1876 ~ 148 Years
- 77,000+ Students
- 150+ Undergraduate Degrees
- 260+ Graduate Degrees
- **Top 10** Engineering Rankings
 - #7 Undergraduate & #6 Graduate

Industrial Distribution Program

- Oldest & Largest Distribution Program in the U.S ~70 Years!
- Undergraduate Enrollment: 1000+
- Career Fairs + ABET Accreditation.



MICRO LESSON
Attracting Next Generation Talent

What do Employees Want & Value?

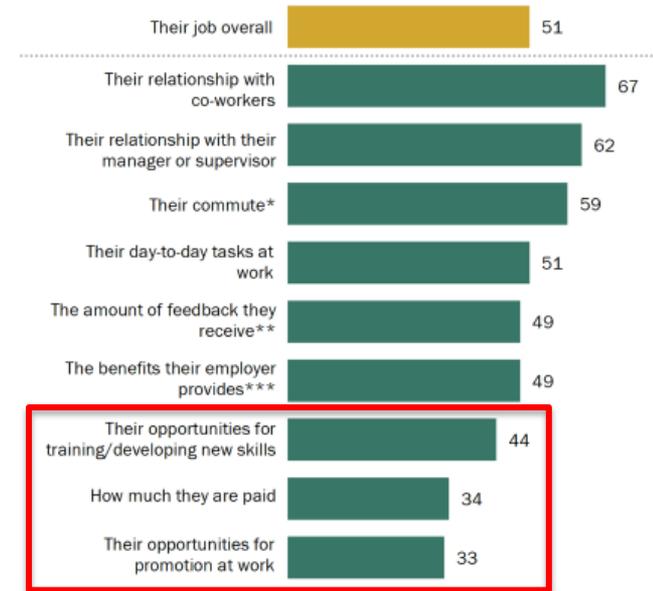
- Pay & Benefits
- Opportunity to Grow
- Training & Development
- Purpose Driven / Trust
- Recognition
- Good Manager
- Flexibility (Flex-Work)
- Health & Wellbeing
- Work/Life Balance
- Belonging

What helps employees to thrive at work?	
Global	United States
Working for an org with a purpose I am proud of	1
A sense of belonging	2
Feeling valued for my contributions	3
Having fun at work	4
A manager whom I trust/who advocates for me	6
Tech to make my job easier / less mundane	5
My org supports a healthy lifestyle	7
Integrating my life with my work	9
Opportunities to learn new skills	10
Building wealth for the future	11

Mercer Global Trends 2024

About half of workers are highly satisfied with their job overall, but views of specific aspects of their job vary considerably

% of employed adults saying they are extremely or very satisfied with ...



*Excluding those who said they don't have a commute.

**Full question wording asked about receiving feedback from their manager or supervisor on how they're doing their job.

***Full question wording included "such as health insurance and paid time off."

Note: Based on workers who are not self-employed.

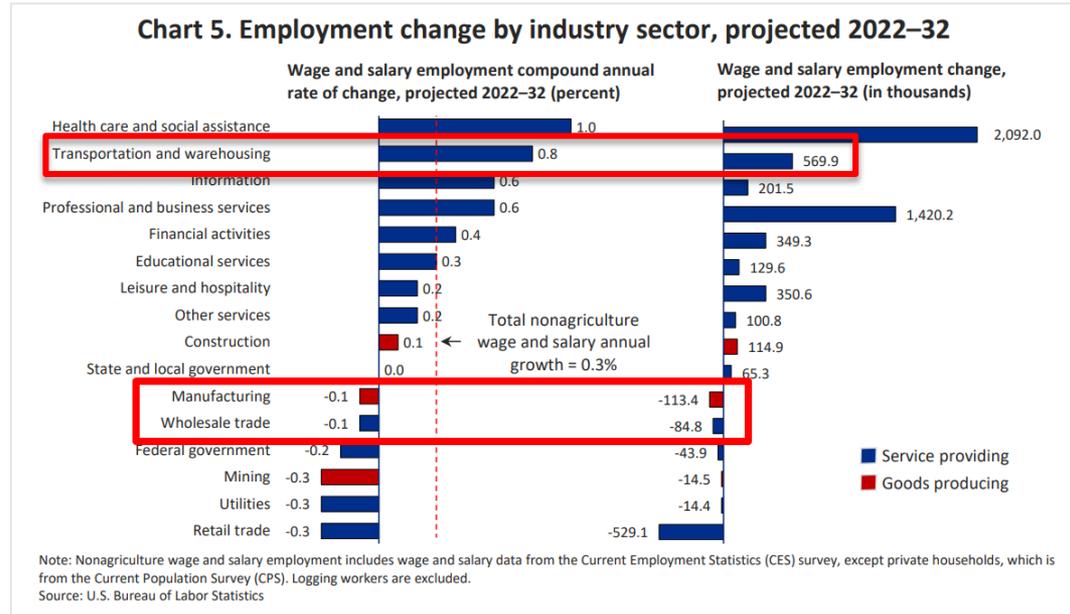
Source: Survey of U.S. workers conducted Feb. 6-12, 2023.

"How Americans View Their Jobs"

Next Decade: Not Getting Better

- US employment growth will average **0.3%** over the next decade (lower than 1.2% during 2012-22).
- Real GDP is expected to grow at **1.9%**, consistent with previous decades.
- This means labor productivity will have to **ACCELERATE**.

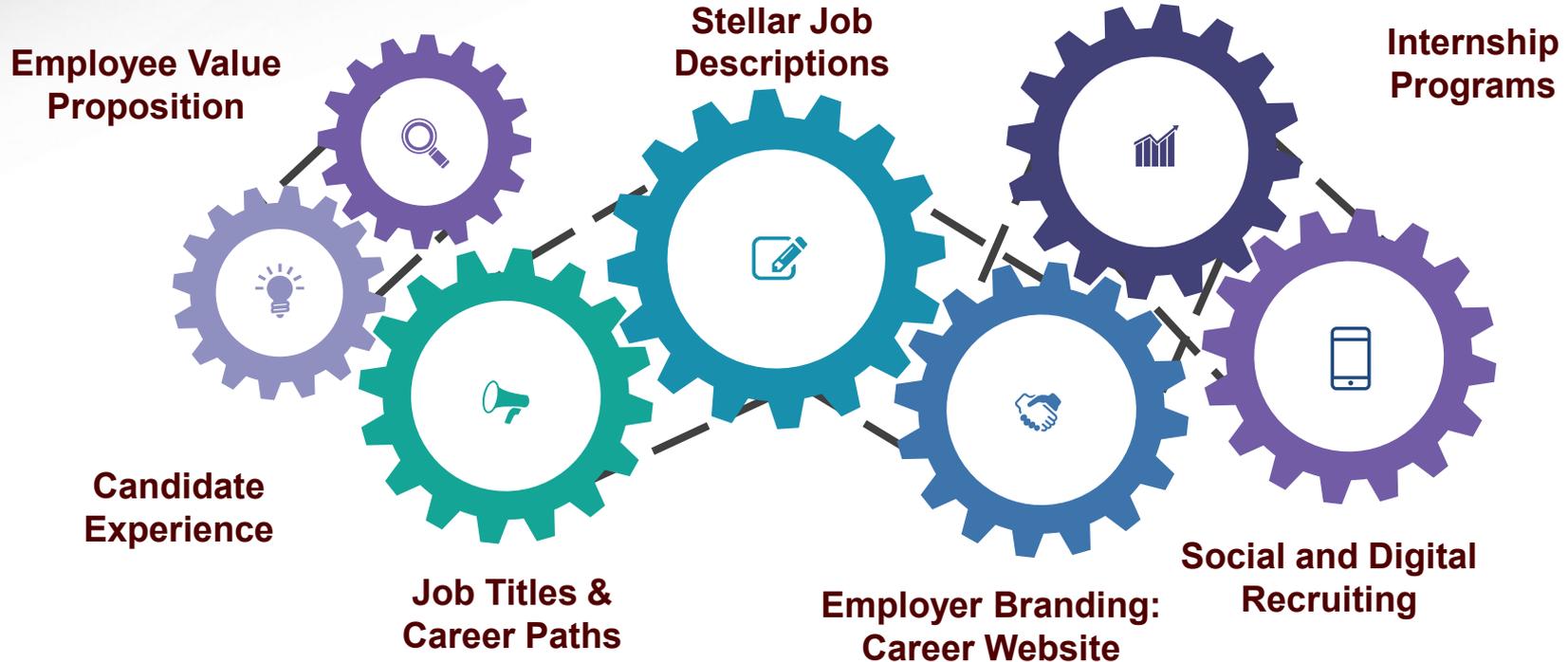
Bureau of Labor Statistics 10 year forecast of the U.S Labor Market.



Growth Hinges on People

- **Future of B2B Business:** Innovation, Differentiation, Value Creation and Customer Experience.
- Strategy is only “plan on a paper” – **People** execute Strategy.
- The **Speed** at which Companies grow depends on our people.
- Value of Human Resources is often underestimated.
- **Growing Talent** is better – Cultural Fit, Succession Plan
- Develop a Long-Term **Multi-Faceted** Talent Acquisition, Development and Management Strategy That **Aligns** with Your Business Strategy

Next-Gen Talent Acquisition



EMPLOYER BRANDING



Employer Branding

- The **#1 obstacle** candidates experience when searching for a job is not knowing what it's like to work at an organization.
- Candidates **trust** the company's employees **3x** more than the company to provide credible information on what it's like to work there.

- LinkedIn Employer Brand Statistics, 2018

**Great Place to Work + Visibility + Brand Experience
= Strong Employer Brand**

Strong Employer Brand → All-Star team → Company Success

- ⊕ A Logo, tag line or slogan isn't enough. It is what your company stands for, purpose, how you treat employees that count.
- ⊕ Showcase your company history, leadership, culture, work environment, employee development, and success stories
- ⊕ Be Authentic. Be Original.

Employer Branding Impact:

- **Improved Visibility** → More Qualified applicants
- **Reputation** → Increased Quality of Applicants
- **Reduction** in Cost-Per-Hire / Time-To-Hire
- **Reduction** in Employee Turnover + Increased Engagement

SUCCESSFUL BRANDS
ARE AN EXPERIENCE,
NOT AN ENTITY.



Career Website Recommendation

1. Mission and Values
2. Our Employee Focus
3. What We Offer
4. Employee Benefits
5. College Recruiting
6. Culture
7. Diversity & Inclusion
8. Community Engagement
9. Giving Back
10. Philanthropy
11. Military
12. Hiring Events
13. Development Programs
14. Career Path
15. Awards
16. Training
17. Testimonials
18. Women
19. ESOP
20. Company Tour/Visuals of Work Environment
21. Interview Process
22. Our Associates
23. Association Membership
24. Social Media Links

Think Digital First – Mobile First for your company website, social media branding, videos, and recruiting emails.

Well-crafted content, clearly articulated Employee Value Proposition (EVP), benefits, employee testimonials, career path help **differentiate your organization in the eyes of a prospective employee.**



Career Website Examples

#STEERTHECURRENT

STEER THE CURRENT

Opportunities are all around you



Frank Gonzalez
Location Manager

Manager training program

We're still growing. And we need talented new leaders to help shape our future. CED's competitive management training program teaches top candidates every skill for every job in every facet of our fast-paced, profitable industry.

Get paid to earn a real-world M.B.A. as you choose your 2-2 1/2-year path to managing your own CED location.

Our opportunity is your current — you decide where to steer it.

Control Your Future



Phase I Warehouse & Counter Training

Start on the huzzling, bustling ground floor as you get to know the CED team and our products. You'll learn how to safely operate equipment, how to ship and receive, process paperwork, handle back orders and how to organize a warehouse. Seminars and home study begin here, and continue throughout the program.

Warehouse training generally lasts six weeks. However, your skills, experience, capacity and progress determine the duration of each training phase.

Counter Sales:
Spend time with the products and our customers as you develop your sales knowledge and skills.
Duration: 5 months

We have a small number of new trainees each year — self-motivated, self-oriented, geographically flexible men and women who possess an entrepreneurial spirit. And we invest a lot into each of them.

We immerse candidates into the electrical distribution industry through four structured phases that include on-the-job, home and classroom training.

It's up to them to choose their path, and to steer their opportunity.

1 2 3 4

OUR COMPANY | OUR SOLUTIONS | INVESTORS | CAREERS | CONTACT

Home | Careers at Kaman Corporation

CAREERS AT KAMAN CORPORATION

What sets Kaman apart is our people. We recognize the importance of both individual and team contributions in achieving significant change and innovation, which is why we provide career development opportunities through mentoring programs, leadership and skills training, and education reimbursement.

[VIEW CURRENT JOB LISTINGS >](#)

OUR CULTURE

[Our Culture →](#)



SEE YOURSELF AT KAMAN

Our founder was right over 70 years ago, and is still right today. What sets Kaman apart is our people.

[LEARN MORE](#)



WHERE DO I FIT?

From students and grads to experienced professionals and transitioning military, when you join our team, you're joining a group of motivated individuals finding new ways to solve challenges.

[LEARN MORE](#)



WOMEN ADVOCATING LEADERSHIP AT KAMAN (WALK)

WALK advances Kaman's strategic goals with specific business initiatives that increase our global representation of women in leadership roles.

[LEARN MORE](#)

[Working at Kaman →](#)



BENEFITS

The Kaman Benefits Program is designed to provide a wide range of plans dedicated to help support employees and their family's health and financial well-being.

[LEARN MORE](#)



CAREER DEVELOPMENT

Every year, we make significant investments toward increasing our employees' skills and developing their potential.

[LEARN MORE](#)



CORPORATE RESPONSIBILITY

Kaman continues a long tradition of service to the community, including supporting scholarships for students and various civic organizations.

[LEARN MORE](#)



SEARCH VAN METER GO ABOUT CAREERS LOCATIONS SIGN UP LOGIN

VAN METER PRODUCTS INDUSTRIES SERVICES SHOP

Own Up

At Van Meter, we are all employee-owners. That means when you succeed, we succeed. We all have powerful voices. We all share new ideas. We all work to improve the ways we work. Because we own more than a company, we own our development, wellbeing, work-life balance, giving and our future. Are you ready to *OwnUp*?

OPEN POSITIONS ARE YOU READY TO BECOME AN OWNER?

I own my success.

Every employee at Van Meter is also an employee-owner. That means your voice matters. And we want you to use it. Each day you are encouraged to speak up, share ideas and make a real impact. Because having a voice is even better than having a corner office.

I own my future.

Dreams can come true. Employees receive the traditional retirement plans that you see at other companies, but in addition, the ESOP, "Employee Stock Ownership Plan," is an incredible benefit that can change lives. When employee-owners work together to grow our company, it means your dreams grow, too. Because we believe you shouldn't have to rely on the lottery for financial security.

Career Website Examples

The focus on learning and development is what I enjoy most. With all of the encouragement and opportunities available, I have become a better employee and am more confident in myself and my work.

Kim Oliver - Owner

I own my development.

As an owner, you are responsible for growing personally and professionally. We invest in you and encourage you to be the best you can be. After all, training should be more than donuts—it should provide real learning.

I own my wellbeing.

When you feel your best, we are at our best as a company. That's why we focus on your total wellness by offering comprehensive health, wellness and safety programs, parental leave benefits, financial management seminars and more. That way you can bring energy, enthusiasm and positivity to work each day. Because total wellness isn't just New Year's Resolution—it's a way of life here.

The Des Moines Register
TOP WORKPLACE IN IOWA
The Des Moines Register (2012-2018)

09/17/18
VAN METER NAMED A TOP IOWA WORKPLACE
Van Meter Inc. ranked second among Iowa's top large companies. This is the seventh consecutive year on the Top Workplaces list for Van Meter.
[READ MORE >>](#)

I own my work-life balance.

We work hard. We play hard. And we help you do both with TOTAL: Time Off To Appreciate Life™. As an employee-owner you hold yourself accountable for spending time where you're needed most, so you can focus fully on what's important—whether that's at work or at home. Because we believe "Get a Job" and "Get a Life" should be one in the same.

I own my giving.

We make a difference in the places where we work and live. We take care of each other, we serve and we give back. For example, every year each employee-owner receives 8 hours of volunteer time—paid—so that you can positively impact your community. Because giving back doesn't just help others, it improves all our lives.

MILESTONES

DAY 01 First day at Van Meter



Hisco
Fast Friendly Service

PRODUCTS - MANUFACTURERS MARKETS SERVICES

Hisco | Delivering Documented Value | About Us | Careers

Work at Hisco!

We're looking for expert talent to add to our team of employee-owners – visionaries who possess innovative ideas and a thirst for learning the ins and outs of the industries we serve. As an ESOP, Hisco gives every employee opportunities to advance within the company and the chance to truly make a difference, every day.

[VIEW OPEN JOBS](#)

Our Core Values

- Honesty**: We do not compromise on moral, legal or ethical issues.
- Respect**: We have respectful, candid conversations and always seek the truth.
- Team Work**: We play as ONE TEAM as an intentional choice. Our first team is Hisco.
- Accountability**: We hold one another accountable to measurable results.
- Continuous Learning**: We strive to expand knowledge and skills of self, others and the organization as a whole.
- Inclusive**: We are committed to a multi-cultural awareness as a champion of all Hisco employees.

Career Website Examples

ELLIOTT ELECTRIC SUPPLY
We Deliver... Lower Cost, Quality Products, & Personal Service

Log In Home Mobile-Friendly Site (Beta) My Cart (0 items) Locations Sign up Help

Account Products Quotes Custom Lists Support About Us Search

Home > About Us > Careers > Job Paths

About Us

Quick Facts
What We Do / Capabilities
Our History
Careers at EES

- About Our Positions
- Career Paths
- Benefits
- Training
- Leadership Development
- Our Locations
- Current Job Postings
- Apply

Current Events and News
Awards and Recognition
Customer Success Stories
Contact Us

Careers

Our Jobs: A Full, Dynamic Range of Professions
Benefits: Medical, Life, 401k, Paid Leave, and more!
Career Paths: See Where Promotions Can Take You
Training: On-the-Job, EDGE, EPEC, eTraining, etc.
Apply Online: View Posted Jobs and Apply!

With full and part-time positions available, great wages, commissions, and benefits, and a history of solid growth combined with our preference of promoting from inside the company, Elliott Electric Supply is one of the smartest career moves you can make. [Go to Current Job Postings](#)

Promotion Paths

Opportunity comes quickly in a growing company. This flowchart illustrates the possible paths your career with Elliott Electric Supply could take. Promotions are based on merit, and we prefer to promote from within the company.

```

    graph TD
      Warehouse[Warehouse / Delivery] --> Counter[Counter Sales]
      Warehouse --> Inside[Inside Sales]
      Warehouse --> Outside[Outside Sales]
      Warehouse --> Sales[Sales Manager]
      Warehouse --> Ops[Operations Manager]
      Warehouse --> AreaOps[Area Operations Manager]
      Counter --> Branch[Branch Manager]
      Counter --> AreaMgr[Area Manager]
      Counter --> Quotations[Quotations]
      Counter --> InsideSales[Inside Sales]
      Counter --> OutsideSales[Outside Sales]
      Sales --> Branch
      Sales --> AreaMgr
      Sales --> Quotations
      Sales --> InsideSales
      Sales --> OutsideSales
      Ops --> Branch
      Ops --> AreaMgr
      Ops --> Quotations
      Ops --> InsideSales
      Ops --> OutsideSales
      AreaOps --> Branch
      AreaOps --> AreaMgr
      AreaOps --> Quotations
      AreaOps --> InsideSales
      AreaOps --> OutsideSales
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      Branch --> InsideSales
      Branch --> OutsideSales
      Quotations --> AreaMgr
      Quotations --> InsideSales
      Quotations --> OutsideSales
      InsideSales --> AreaMgr
      InsideSales --> OutsideSales
      OutsideSales --> AreaMgr
  
```

SOCIAL RECRUITING

Why Social + Digital Recruiting

- **71%** of recruiters said social media recruiting was effective in decreasing time-to-fill for non-management, salaried positions. – SHRM
- **73%** of millennials found their last position through a social media site.

- Aberdeen Group

- **70%** of Global Workforce are Passive Candidates
- The #1 reason for changing jobs is “**Career Opportunity**”.
- The **#1** way people discover a new job is through a referral. – *LinkedIn Talent Solutions Report*



Focus your **Social Recruitment** messaging strategy, and content that address the needs of the next generation workforce

How to Maximize Social Recruiting Efforts?

Integrate your Social + Digital Recruiting Strategy into your Overall Recruitment Strategy
=
Brand Building + Passive Recruiting

- **Sourcing:** Awareness → Identification → Engagement. Sources can be referrals, internet (your website + social), open house, and industry sources.
- **Recruiting:** Evaluate/Qualify the candidate → Interview Process → Offer → Commitment. Higher the quality and quantity of sourcing, better outcomes at recruitment end of the cycle.
- **Social + Digital Recruitment** helps expose your brand to more prospective candidates including passive candidates.
- Your social + digital activities, content of your posts, quality/value of posts, creative and interesting engagement methods help build your **employer brand**.



Employee Focus

Employee Recognition – Job Well Done
Employee Recognition – Tenure
Employee Testimonials
Employee Wellness Programs
Development Program for Experienced Hire
Leadership Workshops / Annual Events
Job Posts with EVP Highlighted
Leadership Motivation Post – Career, Opportunities

Social Recruiting Focus Areas

Culture Focus

Company Culture (Breakfast Monday, Social Event)
Life at Company Posts (work environment, teamwork, fun activities)
Community Involvement / Engagement
Employer Awards – Best Place to Work, Legacy Award
Industry Associations Involvement
Hire Veterans
Diversity and Inclusion
Leaders and Managers – Original, Repost or Comment

College Recruiting Focus

Internship Program
Internship Student Spotlight
Development Program for Recent Hire
Training Programs – Technical
Education Scholarship / Partnership Information
School Recruiting – Career Fair, Informational
Event, Guest Lecture
Mock Interview Tips

Appreciation Focus

Driver Appreciation Day
Women Day
Labor Day
National Intern Day
Hispanic Heritage Day
National Intern Day
Different Holidays

Social Recruiting Execution

Maximize Visibility and Reach

- Use Multiple Platforms – **Customize content** – testimonial videos on YouTube, Photos on Instagram, Short messages on Twitter.
- Use **Hashtags #** - It helps draw attention and people interested in the topic.
- Turn Employees in to **Social Champions** – Multiplier effect – Power of 2nd Degree Connections – Free Visibility
- **Publish** on social platforms – Position yourself as an Employer of Choice
- Host Live Q&A – LinkedIn Live, Facebook Live, YouTube Live, Periscope
- Live Stream Events – Like Recruiting Fair or Walk-in-Wednesdays.

Show me, not “tell” recruiting - Visual content is **40x more likely** to get shared on social media than other types of content. - Buffer



Examples & Ideas



Core & Main
5,434 followers
6mo

+ Follow ...

Our April employee spotlight is on [Shelly Casner](#)! See why Shelly enjoys working at Core & Main.
Interested in a career with us? Visit jobs.coreandmain.com to see our available opportunities!

SHELLY CASNER
Branch Operations Manager
29 years with Core & Main

"I feel like I learn something new or get to teach something new every day. It's teamwork, everyone provides help and experience to accomplish goals."

Local Knowledge

Careers at Core & Main | Core & Main Job Opportunities
jobs.coreandmain.com

59 • 1 Comment



WESCO Distribution
56,132 followers
5mo • Anyone

+ Follow ...

Two years ago, Janaya Scott was looking for a new [#career](#) opportunity that would allow her to expand her growth potential. When a friend recommended a position at WESCO, she knew it was the right fit from the first interview. Janaya, a Corporate Buyer and CSR, said, "I really wanted a company where I could grow my career. WESCO has allowed me to do that." <https://wescodi.st/2UKFrMy>



There is so much opportunity for advancement here.

JANAYA SCOTT
Corporate Buyer & CSR

45 • 1 Comment

Like Comment Share



Examples & Ideas

Elliott Electric Supply
3,620 followers
4h + Follow

We're very proud of the graduates from our outside sales training this month!

[#ElliottElectricGrowth](#)



4 • 1 Comment

Like Comment Share Top Comments ▾

Katie Guerra • 3rd+
Helping people become who they want to be.
5d

Hisco's Leadership Workshop was Amazing!
I am always impressed with the level of engagement each time we have these Leadership events. Great conversations around Feedback, Active Listenin ...see more



50 • 5 Comments

Like Comment Share Top Comments ▾

RS Components
64,516 followers
1mo • Edited + Follow

We are celebrating our interns as part of [#NationalInternDay!](#)

Meet the interns that are making a huge impact across the RS group in a variety of areas from sales and marketing to finance, customer services and our brands [Designspark Ltd](#) and [OKdo](#)



39 • 2 Comments

Like Comment Share

Examples & Ideas

Crescent Electric Supply Company
7,729 followers
1mo

+ Follow ...

We're looking for our next BIG talent! Come chat with us at AccessDubuqueJobs.com Career and Professional Development Fair on October 15. Get ahead of the competition and view our open positions at <https://lnkd.in/etpUAb>

13

Like Comment Share

Be the first to comment on this

Beverly Propst commented on this

Kate Greene • 2nd
Marketing Representative at Graybar
5d • Edited

We're excited to welcome our new summer interns, Charlotte and Jonathan to the **Graybar** team! For the next couple of months, Charlotte and Jonathan will be experiencing Graybar's culture and learning the wholesale distribution business firsthand. Learn more about our internship program: <http://bit.ly/2ItbU8> #graybar #lifeatgraybar

72 • 7 Comments

Like Comment Share

Add comment

Cynthia Lang • 1st
Director, Talent Acquisition at SRS Distribution Inc. telling stellar candidates ...
2d

Our 2019 Summer Interns rocked their presentations today. We are so impressed with them for their research and creative ideas on our business.
[SRS Distribution Inc.](#) [Stacy Croff](#) #internship

3

Like Comment Share



Examples & Ideas

SunSource
4,780 followers
2mo

+ Follow ...

As a last test we put our #interns through a group presentation! So happy they decided to dress their best for the event.

Tony Fantuzzi Jr • 2nd
Senior Manufacturing Engineering Student at Western Michigan University
2mo • Edited

Today wraps up my Engineering Sales Internship with SunSource. Over the course of the summer I had the privilege of working with such an amazing group, while learning about inside and outside sales. Throughout the internship, I ...see more



33 • 1 Comment

Like Comment Share

HD Supply
44,816 followers
2mo • Anyone

+ Follow ...

HD Supply's SPIRIT Week has officially begun! Our Chairman and Chief Executive Officer, Joe DeAngelo, shares what the SPIRIT Values of service, performance, integrity, respect, innovation, and teamwork mean to him. #SPIRITWeek



207 • 2 Comments • 5,440 Views

Like Comment Share

Search LTE 7:58 PM 99%

Rylie Hoover • 2nd
Intern at Briggs Equipment
1w • Edited

Presented my summer project for my sales internship at **Briggs Equipment**. What a wonderful opportunity to present in front of all the executives. I felt my passion for my project was truly exemplified and I hope it benefits the company moving forward. Special thanks to my Ottawa team for teaching me so much this summer! Grateful for another challenging and rewarding internship.



Summary

- The **Power Balance** between Employers and Employees has **PERMANANTLY** changed.
- **No one thing** is going to make a significant difference.
- Make **small improvements** in all areas.
- You are not competing with another manufacturer or distributor – **you are competing** with EVERYONE.
- Plan to grow talent internally – **Build a pipeline.**
- **Engage** leaders, & managers in Talent Acquisition.
- Recruiting is EVERYONE'S business, just like Safety & Customer Service.

WE'RE
HIRING



Master of
Industrial Distribution
COLLEGE OF ENGINEERING



What Makes MID Better: Built for Distributors



LEADERS IN DISTRIBUTION



CO-TAUGHT BY INDUSTRY



B2B FOCUSED CONTENT



ASYNCHRONOUS LEARNING



POWERFUL NETWORK



DESIGNED FOR WORKING
PROFESSIONALS



CLASS OF 2022



CLASS OF 2023



YEAR
OF EXCELLENCE
2001-2026





Courses & Focus

YEAR 1

AUGUST | RESIDENCY WEEK

Academic Overview & Student Resources · Distribution Competitiveness Guide Overview · Faculty Connection & Course Previews · Peer Networking and Former Student Panel · Aggie Experience: History and Traditions

FALL

IDIS 650: The Science of Distribution

Distribution Strategy · Sustained Competitive Advantage · Optimizing Distributor Profitability · Framework · Financial Framework · Opportunity & Capability · Value Added Services · Relationship Management

IDIS 652: Digital Distributor

Digital Transformation · Analytics Framework · Business Insights · Marketing / Branding · Omni Channel Experience · eCommerce · Social Media · Software Selection & Implementation · AI, Bots & IoTs

SPRING

IDIS 651: Distribution Customer Experience

Customer Stratification · Customer Insights Pricing Science · Value Proposition Design · Value Creation · Market Intelligence · Digitizing the Sales Process · Changing Role of Sales Force · Customer Engagement

IDIS 664: Distribution Profitability Analysis

P&L · Balance Sheet · Income Statement · Cash Flow · Internal Rate of Return · Time Value of Money · Net Present Value · Capital Investment Decisions · Mergers & Acquisitions · Risk Management



Courses & Focus

YEAR 2

AUGUST | RESIDENCY WEEK

Capstone Project Process & Resources · Capstone Project Advisor Breakout Sessions · Faculty Connection & Course Previews · Peer Networking and Former Student Panel · Aggie Experience: Aggie Ring & Network

FALL

IDIS 653: Distribution Operational Excellence

Inventory Stratification · Forecasting · Purchasing Policies · Warehouse Mgmt. · Network Optimization · Transportation · Lean Distribution · Value Stream Mapping

IDIS 657: Distribution Growth, Models, and Drivers

Market expansion · Growth drivers · Generating Growth · Managing Growth · Sustaining Growth · Sales & Marketing · Case Studies · OPTIONAL Global Trip

IDIS 660: Distribution Capstone Project - Part I.

Distribution Transformational Project · Problem Identification · Steering Committee Presentation · Background Research · Data collection/analysis

SPRING

IDIS 656: Leading People and Managing Performance

Distribution Culture · Change Management · Talent Planning · Talent Acquisition · Talent Management (Sales Management) · Talent Development · Talent Retention · Employee Engagement · High-Potential & Leadership Development

IDIS 654: Distribution Channel Development

Role of Distributor · Supplier Selection & Mgmt. · Channel Management Methodology · Design Channel Goals · Developing Channel · Value Proposition · Manage Channel Alignment · Adapting to Channel Forces

IDIS 665: Distribution Capstone Project - Part II

Distribution Transformational Project · Steering Committee Meeting · Solution / Recommendation Development · Mid-Project Critical Review · Final Recommendation · ROI Calculation · Final Steering Committee Presentation · Final Report · Graduation

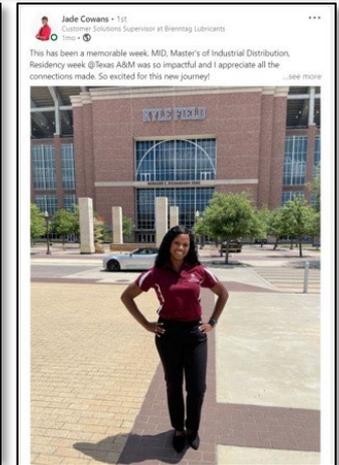
CAPSTONE PROJECT & GRADUATION



Residency Week

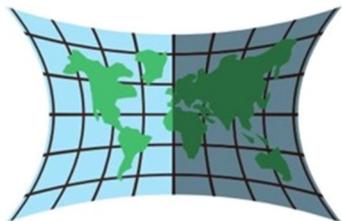


- Four-day orientation to kick off new academic year
- Held on campus in College Station, Texas
- Content
 - Course overviews
 - Capstone Project
 - Former student panels
 - Team building activities
- All essential expenses covered by program except travel to and from College Station





Global Project



1

MARKET
RESEARCH

2

GLOBAL
PREPARATION

3

ONSITE
ADVISING TO
COMPANY

4

FINAL
OUTCOME
REPORTING



Global Experience

- Optional 5-day trip to an international location
- Study a host company's business model and propose solutions to existing challenges
- Learn business practices from an overseas operation
- See how different cultures impact business
- Develop your network with face-to-face interactions
- Recent and future destinations
 - France
 - Germany
 - Spain
 - Italy
- All essential expenses covered by program except travel to and from European destination





Capstone Project

- Spans entire second year of program
- Deep-dive on a business issue of significant impact to employer
- Guided by faculty advisor
- Develops project design and management skills
- Track-record of providing excellent ROI to employer

Dean Jones
Chief Sales Officer
AFS LLC



Rightsizing Acquisition Strategy to Support Client Optimization

Carla J. Gallardo
Material Management Operations Officer
1st Armored Division Sustainment Brigade
United States Army



**Improving Inventory Management
to Reduce Stockage in the 504th SSA**

Jason Jacobs
Senior Subcontract Manager
Lockheed Martin Aeronautics



Buyer Furnished Material - A F35 Project

Jill Roberts
Strategic Account Manager
TTI, Inc.



**Quantifying Customer Value for a Specialized Electronic Component
Distributor**

Dane Peddycoart
Account Manager
Nalco Champion



**Business Model Innovation Combating Commoditization
in the Oilfield Chemical Market**

Kerri Rigsby
Global Supply Chain Analyst
Hess Corporation



Freight Delivery Streamline



NAHAD ×



NAHAD Scholarship

- **NAHAD** member company
- 2+ years of experience in B2B
- Considered high-potential for mgmt. or leadership.
- 4-year bachelor's degree from an accredited US university.

**ONE \$5,000 SCHOLARSHIP
AVAILABLE!**



APPLICATION STEPS & DEADLINES

- Apply to the Texas A&M Master of Industrial Distribution program by **April 30, 2025** using this link:
<https://engineeringcas2025.liasoncas.com>
- Application link is also available on the Texas A&M MID website.
- Apply to the scholarship with NAHAD by **May 31, 2025**.
- The recipient will be recognized during NAHAD's 2026 Annual Convention.

MID
BROCHURE



QUESTIONS?



Steven J. Ebel
Associate Program Director
979.458.3145 | sjebel@tamu.edu



Additional Resources



Steven J. Ebel

Associate Program Director

P: 979.458.3145 | C: 936.297.1665

sjebel@tamu.edu

- [Book a Teams Call](#)
- [Visit our Website](#)
- [Monthly Micro-Lesson Webinars](#)
- [Download the MID Brochure](#)
- [MID Application Portal](#)

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