

2022 CHOOSING TRANSPORTATION

Thursday May 19
9:00 AM - 2:00 PM CDT
University of Memphis
FedEx Institute of Technology

SPEAKER BIOS



Stacey Lyons

Manager of Government and Public Affairs, CN

Stacey Lyons, CN Manager of Government and Public Affairs based in Memphis, TN.

Stacey's CN career began 10 years ago in 2011 with the Transportation department where she quickly moved to roles of greater responsibility. In 2013 Stacey was responsible for leading CN's strategy for profitable growth within Sales and Marketing. Her portfolios of more than \$200 million dollars included noteworthy accounts in US Grain and Industrial Products Business Units, encompassing a commodity mix of Grain, Ethanol, Metals, Minerals, Frac Sand, Lumber, Paper and Pulp across North America. Stacey's current leadership responsibilities include the engagement and development of relationships with key stakeholders, elected officials, civic and industry groups at the state and local level by promoting CN's guiding principals of Safety, Community, Environment, and People throughout the 15 US states in which CN operates. In 2016 Stacey successfully completed CN's RRTP (Railroader Training Program) to become a Certified Railroad Conductor. Stacey leads CN's ERG (Employee Resource Group) R.I.S.E (Railroaders who Influence, Support and Empower Black Colleagues) as Chairperson where she champions CN's vision and business strategy for Diversity Equity and Inclusion. Residing in the Memphis, TN area with her husband Drummond and children; Stacey enjoys traveling and challenging herself to continually learn new things, both personally and professionally.



Giuliana Guglielmi

HR Business Partner I, Tennessee Department of Transportation

Giuliana Guglielmi acts as a strategic communications advisor for the Tennessee Department of Transportation. As an HR Business Partner, Giuliana is responsible for the overall direction and management of the department's internal communication efforts. Giuliana and her team focus on promoting TDOT's mission, vision and values through communication and engagement that empower the accomplishments and development of TDOT's workforce. Additionally, Giuliana works on special projects for TDOT Human Resources and is a certified learning facilitator for the state of Tennessee. Giuliana started with the Tennessee Department of Transportation in 2014 where she since has held a variety of roles within the Human Resources division. Her background includes HRIS, compensation, recruitment and hiring, diversity and inclusion, employee development and engagement. She is proud and honored to have had a role in TDOT's diversity & inclusion efforts through a research project led by Dr. Stephanie Ivey and other esteemed academia professionals to identify best strategies for TDOT to become a more inclusive workforce. Giuliana previously worked for Rogers Group, Inc. as the Recruitment and Compliance Coordinator in Nashville, TN. She had an essential role in upgrading the company's applicant tracking system and integrating human capital management applications into the cloud. Giuliana has a Bachelor of Science in Education from the University of Tennessee at Knoxville and a Master of Business Administration from the University of Memphis. She was born and raised in Nashville and currently resides there with her husband and pets.

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Karen Hjerpe

Senior Vice President Procurement, Dunavant

Karen currently serves as Senior Vice President of Procurement for Dunavant Logistics Group. She has an extensive background in international transportation and logistics, including roles at Lynx Vendor Management Services, a diversity company, as well as Mallory Alexander International Logistics, LLC, overseeing their NVOCC operation. Karen has been an active member of the Memphis World Trade Club for many years, serving several terms on the Board of Directors as well as holding a current position on the Club's Advisory Board. MWTC is an organization of Memphis professionals in the international trade industry and is a key resource in the Memphis community for promoting the participation and growth in international trade. Karen received the club's President's Award in 2008 and 2010 for her dedication and service to the club.



CaCera Richmond

Diversity & Inclusion Advisor, FedEx Freight

With a love and passion for telling stories and connecting communities, L. CaCera Richmond has just over eight years of strong experience in communications, diversity initiatives and media relations. In her current role as Diversity & Inclusion Advisor with FedEx Freight, CaCera works daily to promote stories that enhances the FedEx Freight brand, build and manage strategic communication plans; provide executive communication support; and project manage key initiatives like FedEx's Trees for Troops and our HBCU initiative, Boardroom Experience. Outside of work, CaCera is passionate about health and fitness. She is a group fitness instructor at various studios across the Memphis area and blogs at FitWithFinesse.com.



Tanisha Hall

CEO and Principal, Fairepointe Planning

Tanisha Hall is the founder and Principal of Fairpointe Planning, a transportation consulting firm focused on planning, public and stakeholder engagement, and research. She has over 25 years of experience in the transportation industry and served as Tennessee Department of Transportation's (TDOT) Long Range Planning Director from 2012 to 2018. While at TDOT, she oversaw the statewide research program and she worked with public and private organizations to develop the Statewide Freight Plan. She participated in several National Cooperative Highway Research Program (NCHRP) panels, most recently serving a panel chair for a workforce development study aimed at recruiting and retaining transportation planners. Ms. Hall is the recent past president of Middle Tennessee's WTS chapter and Vice President of the Council of Minority Transportation Officials (COMTO) Nashville chapter.

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Keith Booker

CCTE/STEM Lead, T-STEM Academy at East High School

Keith grew up in the Memphis area. He earned his A.S. in Computer Engineering from State Technical Institute and his B.S. in Industrial Technology from Southern Illinois University. Over the next twenty years, Keith worked as an electrical designer and engineer on a range of projects that included the FedEx sort facility and AutoZone Park. In 2005, Keith transitioned to the role of teacher, earning his M.A.T. in Curriculum and Instruction from the University of Memphis and his Ed.S in Administration and Supervision from Union University. Over the past seventeen years, he has served as a teacher in the East High engineering program and a building administrator at Maxine Smith STEAM Academy. Keith currently serves as the STEM Lead and CCTE program coordinator for East T-STEM Academy.



Donald Grayer

IT Business Analyst, IMC Companies

Donald S. Grayer is an IT Business Analyst for IMC Companies with 8 years (as of May19th) of invaluable experience in project management. In addition, he is a 2014 graduate of IMC Companies - Management Training Program. Donald specializes in problem solving, root cause analysis, and achieving specific goals. A strong believer in effective communication, Donald regularly drafts how-to training material for colleagues to self-educate on core business applications to remain effective and efficient. Outside of work, Donald participates in mentoring youth of Memphis and facilitating STEM activities in robotics.



Tyler Reeb

**Director of Research and Workforce Development,
Center for International Trade & Transportation**

Tyler Reeb leads research teams who address challenges and opportunities related to the new mobility workforce, transformational technology, institutional change, organizational management, and transportation systems management operations (TSM&O). He draws from industry benchmarking, labor market analysis, future scenario planning, systems thinking, enterprise resource planning, and GIS tools to produce research-driven reports, articles/white papers, books, and multimedia products that promote innovation and civic partnerships between leaders in business, government, and education. He serves on the METRANS Executive Committee and directs research, education, and community engagement efforts across the consortium's affiliated centers of excellence. He is a member of two National Academies of Sciences, Engineering, and Medicine standing committees focused on Transportation Education & Training and Native American Transportation Issues.

As a journalist, he has covered topics ranging from telecommunications and aerospace technologies to politics and urban planning to arts and culture. He researched communications technologies at the FCC's International Bureau and covered surveillance and civil rights issues related to the passage of the U.S.A. PATRIOT Act. He actively promotes civic engagement through his research, writing, and advocacy.

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Stephanie Ivey

Director, Southeast Transportation Workforce Center

Dr. Stephanie Ivey is the Associate Dean for Research for the Herff College of Engineering and a Professor with the Department of Civil Engineering at the University of Memphis. She also directs the Southeast Transportation Workforce Center and is Associate Director of the Division of Transportation and Logistics in the Center for Applied Earth Science and Engineering Research. Her research includes focus on community livability and transportation planning and policy. She is the Project Director for the West Tennessee STEM Hub, a regional K-12 outreach initiative. Ivey also has a lengthy and nationally recognized research record focused on STEM and transportation education and workforce issues.

Ivey has extensive experience in developing and directing large projects engaging diverse stakeholders. She has successfully managed over \$10M in federally funded projects and has sustained several large-scale initiatives well beyond the initial grant periods. Her expertise includes design of survey, focus group, and interview protocols; data analysis and statistics (including data visualization); and developing frameworks for transportation planning and operations analyses. Ivey teaches courses in statistics and Transportation Systems Management and Operations (TSMO) at both the undergraduate and graduate levels. She is a member of the Federal Reserve Bank of St. Louis Transportation Industry Council and serves on the Board of Directors for TennSmart and the Greater Memphis IT Council. She serves as faculty advisor for the University of Memphis student chapter of the Institute of Transportation Engineers and is a member of the STEM Committee for ITE International.



Aaron Prather,

Senior Technical Advisor, FedEx

Aaron Prather's current title is Senior Technical Advisor, but his real title is "Livin' the Dream!"

Aaron works on many of FedEx Express' R&D projects that can run the gamut from Robotics to RFID to Drones to Advance Sensors to Robotics. Robotics is mentioned twice because this is where he loves to spend most of his time. From working on a robotic arm for Pick and Place applications to working with a mobile robot for Material Handling applications, he really loves working with his new mechanical employees.

If not at his desk, he can be found at the FedEx R&D facility near the Memphis Hub or in one of its operations working on a new technology and preparing it for deployment. There is also the possibility that he is at a conference speaking about robotics, automation, and workforce development...like this one!

