



Liz Lasater
CEO, Red Arrow Logistics



Liz Lasater brings over two decades of experience in transportation and logistics, advising many Fortune 100 companies and other companies with fast growing, complex and high value supply chains in the U.S. and with international air and ocean services to over 185 countries. She has deep experience and knowledge of the intricate and time sensitive supply chains in the technology, military, food & beverage, consumer products and renewable energy sectors.

Lasater founded Red Arrow, a 3PL company based in Seattle, and in just 6 years it was named among the top 10 of woman-owned companies in the state of Washington, one of WPO's 50 Fastest™ growing women led/owned companies in the United States and a **Top 500 Small Business in America** by Diversity Magazine. Red Arrow was ranked among Washington's Top 100 Best Places to Work For 2011, and achieved a 95% customer satisfaction rating from Open Ratings, a Dun and Bradstreet Subsidiary. This record of excellence and growth has earned Red Arrow market-leading technology customers with their product launches, returns and urgent holiday fulfillment programs.

Prior to founding Red Arrow, Lasater served in senior management for Fritz Companies (acquired by UPS in 2001), SeaLand Logistics, APL Logistics, and supply chain providers in the technology service niche. Her areas of expertise include operations, information systems, supply chain execution, P&L management and business development.

Lasater earned her B.A. in Political Science from the University of Washington. She has also completed Executive Supply Chain CEU courses through Massachusetts Institute of Technology Center for Transportation Studies, University of Washington Minority Business Executive Program and APICS CPIM Program. She is a regular lecturer at the University of Washington's Global Trade Transportation and Logistics program and an industry spokesperson on trade and transportation.

Locally, she is an active supporter of several community organizations, including The Sophia Way, The Mission Continues, empowering wounded and disabled veterans to serve in their communities and Treehouse, supporting foster children with help to overcome neglect and achieve academic success.