

Hanns-Christian L. Hanebeck, MBA

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Lecturer (Continuing) at the University of North Texas Department of Supply Chain Management

Unique blend of academic and practical experiences in supply chain management, logistics, manufacturing, technology innovation and entrepreneurship.

Teaching Value:

Consistent success in **fostering academic excellence** and **enabling intellectual growth** for students from diverse backgrounds and cultures through **hands-on learning**, inclusion of **practical experiences** and **case studies** as well as a highly **participatory classroom environment**. Ability to **challenge students in productive and encouraging ways** that deepen learning experiences and build student knowledge in highly engaging and constructive ways.

Important Skills:

20+ years of Classroom Experience	Supply Chain Management	Enterprise Resource Planning (SAP)
Collaborative Learning Experiences	Transportation Management	Supply Chain Innovation
Case Study Method	Global Logistics & Freight Forwarding	IoT, Cloud & Real-Time Computing
Development of New Courses	Operations & Process Management	Autonomy & Artificial Intelligence

Work Experience: Contributions and Performance

Lecturer, University of North Texas

Denton, TX

2006 – present

Served as an Adjunct Professor for well over a decade before moving into a Lecturer position in the fourth ranked (Gartner) supply chain program in the US with a focus on global supply chain management and technology.

- Developed and delivered **Global Alliances** (LSCM 4360) to teach a deep understanding of all aspects of global supply chains and independently created a semester-long case study with Texas Alliance for the establishment of Foreign Trade Zones.
- Developed and delivered **Transportation Management** (LSCM 4560) to provide a broad range of transportation knowledge.
- Developed and delivered **eLogistics** (LSCM4530) for undergraduate students to teach the foundations of supply chain technology in the context of running a global supply chain organization.
- Developed and consecutively delivered **ERP Implementation for Supply Chain** (LSCM4540) to teach a broad understanding of enterprise resource planning using the SAP system since the Fall of 2009.

Founder & CEO, TruckI LLC (Part Time)

Dallas, TX

2018 – Present

Founded the company to reduce operational inefficiencies in transportation and supply chain by up to 40% and oversaw the creation of an innovative SaaS platform with native mobile apps to effectively address these problems.

- Successfully led the **development of SaaS and mobile applications** from idea to market introduction in **7 months**.
- **Managed a team of 12** in software development, sales, marketing and IP while **defining the overall business strategy, competitive positioning, and product roadmap**, as well as driving initial **sales and customer acquisition** activities.
- Positioned TruckI as the first supply chain solution globally to leverage **blockchain technology** in a production system.
- Established **key partnerships** with SAP, Corda, TransImpact, CargoX, OmniOpti, Jitterbit and several other companies.
- **Received US patents** on blockchain and edge data, while an application for a stock market for logistics is currently pending.

COO, GT Supply Chain Corp.

Lake Forest, CA

2014 – 2018

Retained by a private equity investor to turn the venture around after bankruptcy. Defined the vision and strategy, managed daily operations in procurement, distribution, warehousing, quality control and IT and interfaced with key clients on a daily basis.

- Achieved **EBITDA growth of 32% per year** and a **22% in annual payback** for a **total return of well over a 100%** to investors.
- Designed and **implemented a \$1B+ global supply chain** for LED /digital media technology at Panasonic of America.
- **Increased operational efficiency by 18%** while reducing the workforce by 25% in a span of 12 months.
- Led the successful **transition from SAP to Sage in less than 6 months** resulting in substantial operational savings.
- Optimized value creation by **increasing the overall quality** of delivered products to a **99.999% yield**.

VP Business Architecture, MasterCard Corp**Purchase, NY****2012 – 2014**

Led company-wide continuous improvement and IT initiatives in areas ranging from cybersecurity and federated identity management to process optimization for the worldwide sales force while establishing business architecture best practices.

- Collaborated directly with the CIO to identify synergies within **MasterCard's global cybersecurity technology portfolio**.
- **Increased global salesforce efficiency by 12%** through the optimization of Salesforce.com and use of custom applications.
- Led business architecture initiatives for **key innovation projects** including MasterPass, Priceless Cities and NFC payments.
- **Optimized strategies, processes and technology** for diverse corporate areas including mergers & acquisitions (M&A), legal, intellectual property (IP), procurement, public policy & lobbying or credit card account graduation.

COO, Revere Security Corp.**Addison, TX****2010 – 2012**

Responsible for the strategy to establish the company as a provider of the first cryptographic data security solution for IoT devices globally. Managed daily operations and led the acquisition of key customers to deploy pilot projects in RFID and wireless.

- Designed and implemented the **world's first 128-bit encryption solution for passive RFID** 915 MHz tags at Airbus in France.
- Directly **contributed \$750k annually to revenue** generation and secured the first pilot customers for the company.
- Created **successful go-to-market strategies** for RFID, SCADA, IoT, in-vehicle chips and smart meters worldwide.
- Developed a **network of semiconductor, system integration and channel partners** to embed cryptographic products.

Adjunct Professor, University of Dallas**Dallas, TX****2001 – 2007**

Served as an Adjunct Professor at a leading private University with a focus on supply chain strategy and strategic management. Established the supply chain strategy course at a time when textbooks weren't yet on the subject

- Independently developed and delivered **Supply Chain Strategy** (MGT6395) for MBA students to teach the foundation of strategic management in the context of a global supply chain organization.
- Independently developed and delivered **Strategic Management** (MGT8350) for MBA students based on the Harvard case method. Taught the course as an intensive workshop format for MBA students at the University of Helsinki.
- Delivered courses on **e-Logistics** (OPER7385) and **Integrated Supply Chain Management** (MGT6313) for MBA students.
- Managed a variety of Capstone teams on topics ranging from strategy and supply chain to technology development.

Additional Experience:

Executive Solution Architect, IBM Corp., Dallas, TX

Founder & Principal, Chain Strategy Corp., Dallas TX

Director Enterprise Applications - GlobeRanger Corp., Richardson, TX

COO & Co-Founder - CAT Net AG, Kaiserslautern, Germany

Senior Managing Consultant - IDS Scheer AG, Germany, South Korea and Singapore

Research Assistant - University of Saarland, Saarbrücken, Germany

Education:

DBA Candidate, University of North Texas (Fall 2026 – Spring 2028)

MBA, University of Saarland, Germany

B.A., University of Saarland, Germany

Other Accomplishments:

- **Advisory board positions in innovative supply chain, robotics, wireless communication and financial education technology startups** in Silicon Valley, Washington and Texas.
- 15 years as **Executive Mentor at American Corporate Partners** to coach and support highly accomplished US combat veterans in their transition into civilian careers. Each mentorship lasts one year and leads to tangible results for the mentee.
- **Awarded seven US patents** on supply chain collaboration, blockchain, auto-ID, IoT systems and wireless innovation
- **Over 75 publications**, articles and book chapters and **over 100 business and technology keynotes** and conference presentations.
- Excellent communication, presentation and negotiation skills in **English** and **German** (dual citizenship).