



# POSITION : GLOBAL

Introducing the world to **YOU**.

**Scott Alan Case, CCS, CES, LCB**  
Founder, Chief Storyteller

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## Biography

Scott Case is Founder and Chief Storyteller for Position : Global, a pioneering firm in the field of branding, marketing and social media strategies for logistics companies. In addition to these core competencies, Scott's extensive experience with IT, global, national and local public speaking events and nearly two decades as a licensed Customs broker and freight forwarder uniquely permit him to consult and advise on a range of topics. He is passionate about technology and its impact on internal and external customers and possesses professional writing and oral presentation skills for attorneys and companies in need of an expert witness for legal matters in the field of Customs brokerage and international freight forwarding.

Scott is a graduate of Northwestern University in 1993 with degrees in Political Science and German Studies, a language in which he is conversationally fluent. He received his broker's license in 1994 and has traveled extensively to Asia, Europe and South America to meet with partners, customers and manufacturers.

At his previous firm where he rose from entry writer to Vice President, Sales and Marketing, Scott had a hand in every facet of the company's business. He worked with technology providers to enhance and improve their systems to benefit both internal company users as well as external clients who accessed the system and had visibility via the internet, e-mail and SMS. Scott led the initiative to move away from a newsletter sent on paper by mail to one delivered electronically that let them broaden the distribution globally, link to source material and gather data about the recipients and their interests while significantly reducing distribution costs.

Highly sought-after, well received and lauded as a noted public speaker within his industry, Scott has presented to importers, exporters, bankers and general audiences on a variety of topics. Whether training his peers, presenting his industry to university undergraduates and graduate-level students or at trade associations and Chambers of Commerce, Scott has the ability to make a little-known yet integral piece of the international supply chain interesting and thought provoking. He shares his views candidly and openly, detailing the pitfalls, how best to avoid them and how companies can determine if they are not well represented by their logistics provider.

## Credentials

- Member, Madison International Trade Association
- Member, Airforwarders Association Security Panel (former)
- Member, Board of Directors, National Customs Brokers and Forwarders Association of America (NCBFAA) (former)
- Chairman, Air Freight Committee, NCBFAA (former)
- Member, Freight Forwarding Committee, NCBFAA (current)
- Member, Carrier Best Practices Committee, NCBFAA (current)

## Education

Northwestern University, 1993  
Political Science and German Studies

Scott also served on the Board of Directors of the National Customs Brokers and Forwarder's Association (NCBFAA) for four years and is currently a member of their Transportation Committee. Scott is also the past Chairman of their Air Freight Committee which has been instrumental in working with TSA to help craft cargo security protocols for passenger aircraft.

Scott and his wife Kelly live in Bolingbrook, Illinois with their daughter, Makenna, their son, Rylan, and golden retrievers Cassidy and Abby. When not working (which keeps him busy around-the-clock with his global partners), Scott enjoys cooking, food and wine pairing and competing in multisport endurance events.

## About Position : Global

Position : Global is dedicated to providing valuable support to logistics companies who either lack the time or expertise to engage their current clients or market themselves to future clients. We understand that your business is focused on managing risk and compliance, ongoing rate negotiations, employee recruitment and retention while coping with increased reliance on global partners and asset owners for your success.

The parts of your business under your control are an ever changing list of demands upon your time for financial, personnel and leadership decisions.

All of those things put together are your "secret sauce", the reason companies are drawn to you and vice versa. Quite simply, it's your brand and from time to time, brands needs to be evaluated for their relevance, message and effectiveness.

Our firm is committed to helping companies of all sizes execute the parts of their business related to branding, client communication, technology, marketing and advertising they neither possess the time nor expertise to do themselves at a cost far less than that of a full time employee or employees possessing the resources and depth we have at our disposal.

We are from the industry. We are of the same cloth. We understand what it takes to keep the doors open, maintain compliance, remain profitable, and continue to grow.

## Professional Experience

Scott Case received his broker's license in 1994 and has traveled extensively to Asia, Europe and South America to meet with partners, customers and manufacturers. The knowledge gained by observing the foreign processes firsthand that his clients a distinct advantage over their competitors.

## Media Engagements

CNS Focus Magazine, Summer 2011

Quoted

The Journal of Commerce, "NVO's Changing Tides" April 8, 2011

Phoenix Business Journal

"IMPORT: Freight carriers using database to locate leads on new customers"

## Speaking Engagements

The Basics of Importing (for the International Trade Club of Chicago), annually since 2003.

DePaul University, O'Hare and Downtown Campuses, Undergraduate and Graduate Classes in International Business and Marketing disciplines.

"Customs Regulations: A Broker's Perspective": Given to the Chicago International Trade Commissioner's Association, 2009

"Import and Export Issues With the United States", World Cargo Alliance Global Meeting, Bangkok, Thailand, 2009

“Importer Security Filing” Air Cargo World, 2009

“Ocean Cargo Security: A Brief History of Pre-Departure Targeting”, Logistics World Webinar, 2009

## Speaking Evaluations

Scott Case ran the University of Illinois International Trade Center’s “Basics on Importing” seminars for over 10 years. His style was engaging, with lots of interaction with the participants. He is excellent at follow up and working with companies of all sizes and stages in import and export. As a licensed Customs Broker, Scott brings an extra dimension to the table.

**- Tess Morrison, formerly Director of the International Trade Center, University of Illinois, Champaign-Urbana**

## Speaking Evaluations Cont.

Scott Case has been a regular speaker at the Import Workshop Series organized by the International Trade Club of Chicago. We have repeatedly requested Scott to speak to the organization due to his depth of knowledge of the regulations governing international trade and his wealth of real world experiences. Scott is an engaging and entertaining speaker who promotes interaction with the seminar attendees who appreciate his light hearted approach to what could otherwise be rather dry material.

**- Brian Walsh, Director and Co-Chair of the Import Program for the International Trade Club of Chicago**

## Professional References

Scott Case is one of the most forward-thinking executives in the freight and customs business today. He is always looking for--and often finding--novel ways to use technology to help his customers and gain a strategic edge over competitors. He’s made so many useful suggestions for improvements to our applications that I often wonder if it’s me who should be paying him to use them.

**- Ryan Petersen, President and Founder, ImportGenius.com**

Scott Case is a triple threat. He is not only a singularly gifted and engaging presenter, his specific subject matter expertise in all areas of international logistics and corporate branding makes him an invaluable asset to the organizations he works with. Scott’s ability to revive a brand, streamline back office processes, and engage a work team is unparalleled. Scott’s expertise in the marketplace and with cutting edge technologies allows him to work with client organizations to move them to the next level. Scott understands who you are, and through his work with your organization, you will be able to capture and retain the most desirable clients in the marketplace.

**- Sara Decker, Co-Principal, D&D Hotel**

“At my former job I was working in sales at a distribution center, and had no previous experience working with importing. Scott’s seminar was a perfect introduction to the importing process. His passion for and knowledge of the subject matter made the presentation extremely informative as well as interesting.”

**- John McLellan, Sales Account Manager DSS America, Inc.**

In the days following the 9/11 disasters, government officials began looking for ways to secure cargo on passenger planes to protect the flying public while assuring the smooth flow of commerce. Scott Case participated in the Air Cargo Working Group as part of the Aviation Security Advisory Committee during this time. His vast experience coupled with a keen understanding of aviation cargo shipping proved invaluable during the numerous meetings and public sessions in which he participated.

Since that time, Scott has continued his engagement through frequent appearances on industry panels. Well known for his security expertise, he also serves as a known thought leader on various government initiatives affecting the freight forwarding and customs brokerage industry.

I frequently depend upon Scott as a qualified resource who understands how to market and brand freight transportation firms to effectively compete in today’s competitive market. His creative ideas coupled with vast industry knowledge make Scott ideally suitable as a resource for firms striving to increase market share and profitability.

**- Brandon Fried, Executive Director, The Airforwarders Association**

I have known Scott Case for more than 20 years having first been introduced to him and his father, Tom Case during a business conference in Chicago. Scott is a first class professional, highly qualified and experienced in all aspects of Customs Brokerage, Freight Forwarding and 3PL logistics. In fact Scott is also an excellent public speaker on International Trade and Customs related

subjects and he regularly takes the podium to share his knowledge and expertise within our World Cargo Alliance network. I would have no hesitation in recommending Scott Case to any of our clients as I know he will always be thoroughly professional and will go the extra mile to meet any customers needs 24/7.

**- Owen O'Brien CILT, CEO, Emerald Freight Express**

Scott has a profound substantive knowledge base regarding Customs and Trade matters. He also understands business, can think on his feet, and knows how to efficiently move shipments around the globe from start to finish.

**- Jason Cunningham, Customs & International Trade Attorney, Sonnenberg Anderson & Cunningham, LLP**