

providing complete visibility to the inventory and the process. But Herb did not stop with reverse logistics. Just managing returns was only a half step. Herb understood that the market for selling returned product lacked transparency and scale, and he entered the liquidation or remarketing industry in 1992. Herb's latest passion in the supply chain is automation technology and robotics. From automated guided vehicles (AGVs) to new ways to manage process within the four walls, Herb never stops innovating.

Over the course of Herb's 40+-year career at GENCO, he has made numerous acquisitions to grow the company and add new services. From Cumberland Distribution in 1999, IOgistics in 2003, and Capital Returns in 2005 to the \$512 million acquisition of ATC Technology Corporation in 2010, Herb has transformed GENCO into a \$1.5 billion third-party logistics provider with an impressive roster of Fortune 500 customers across the United States, Canada, Mexico, and the Middle East.

Herb is a past recipient of the Council of Supply Chain Management Professionals' Distinguished Service Award, the association's highest honor; the Syracuse University Martin J. Whitman School of Management's Salzberg Medallion; and the first recipient of the Reverse Logistics Association's Lifetime Achievement Award. Herb's contributions to reverse logistics and his pursuit of excellence with the pharmaceutical returns process position GENCO as the leader in pharmaceutical drug returns.<sup>4</sup>

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## **DR. HARVEY W. WILEY, FDA**

Dr. Wiley began his government career in 1882 as chief chemist with the U.S. Department of Agriculture (Figure 10.8). He had a solid understanding of agriculture with an empathetic approach to the agriculture industry and its problems. He also demonstrated a talent for public relations.

Dr. Wiley would spend his initial years pursuing the safety of chemical preservatives being used in foods. In 1902, he was appropriated \$5,000 to study the effects of various chemical preservatives on human volunteers. This study's research team was nicknamed "The Poison Squad," and would draw national attention. Ultimately, this attention would shift to the need for a federal food and drug law. Dr. Wiley soon put his public relations skills to work and become the main sponsor and spokesman for national