

For release: 7:00 am EST. April 12, 2010

# Hal Feuchtwanger, Managing Partner of Ed Half & Associates, Joins Sensitel's team of Resident Experts

## Leading logistician brings Green Supply Chain and Transport Optimization expertise to Sensitel customers.

Fremont, CA - Sensitel Inc., a leading provider of risk management and supply chain security solutions, announced today that noted thought leader and logistician, Hal Feuchtwanger, managing partner of Ed Half & Associates, has joined Sensitel's select group of Resident Experts.

"Hal is an outstanding logistics professional who has been at the forefront of bringing innovative logistics optimization and collaboration solutions to the transportation and supply chain industry," said Mohinder Sikka CEO, Sensitel. "As a passionate advocate of green supply chains and sustainable transportation, Hal has been advising companies in adopting the latest green logistics technologies while reducing logistics spend. As a Sensitel Resident Expert, he brings thought leadership, a wealth of knowledge and deep industry expertise, specifically in the areas of fleet planning and operations, the EPA SmartWay® partnership and *Greenalytics* score-carding to Sensitel customers," Sikka added.

Hal Feuchtwanger is managing partner of Ed Half & Associates, based in Flower Mound, Texas. As a 25-year career logistician, Hal has directed large scale transport operations in the food and retail industries. For the past several years his research, writing and consulting has been focused on green logistics technologies and sustainable transport. Hal is a past board member of the i2 User Group and the Council of Supply Chain Management Professionals (CSCMP).

"My passion is enabling companies to optimize their logistics operations through the adoption of innovative, new technologies and taking advantage of the EPA Smartway partnership and other collaborative frameworks, to reduce their overall spend and unhealthy environmental impacts." said Hal. "I look forward to supporting Sensitel customers in optimizing their transportation and supply chain networks and planning for new frontiers in logistics technology and sustainability." Hal added.

Together, Sensitel and Hal benefit companies by providing them with the necessary tools to achieve their green logistics goals, starting now.

Hal will be sharing his thoughts on the greening of supply chains through transportation optimization via a webinar on May 5<sup>th</sup>. Please visit <http://sensitel.eventbrite.com/> to register and sign up. First 25 members can sign up at no-cost.

Sensitel, Inc, a supply chain risk management solution provider is headquartered in Fremont, California. For more information, please visit <http://www.sensitel.com>.

Media contact:  
Sudhakar Gopalakrishnan  
Voice: 408-538-2252  
[sudhakar@sensitel.com](mailto:sudhakar@sensitel.com)