

## Leading DHL Exec Takes Driver's Seat for Power Freight Systems' National Sales Group

*Bay area 3PL provider adds weight to exec team, names Theresa Reed as National Director of Sales and Marketing*

(PRWEB) December 17, 2004 -- Power Freight Systems, a rapidly growing third party logistics provider (3PL) for the high-tech sector, announces today the naming of industry veteran Theresa Reed as National Director of Sales and Marketing.

With a strong history of success at DHL, FedEx, APL, and Roadway Express, Reed will lead Power Freight Systems' sales team as the company continues its nationwide expansion.

"Theresa's track record is one of unparalleled sales success. But it's her focus on building meaningful client relationships that made selecting her an easy decision," says Malcolm Winspear, Power Freight Systems CEO. "Our success is fueled by collaborative client relationships, accountability, and a progressive use of technology. Theresa's personal focus, broad logistics experience, and high-tech skill sets are a natural fit."

Power Freight Systems' ability to efficiently address the logistics needs of high-tech clientele has made the company widely successful in the California and Oregon markets.

"The level of personal attention we give our clients is one of our three key differentiators," continues Winspear. "Theresa is now responsible for the character of those relationships as we take our successful west coast practices and roll them out nation-wide."

A 15-year veteran of high-tech shipping and supply chain management, Reed has extensive expertise with both domestic and international logistics. Most recently as a National Account Manager for DHL, Reed was responsible for strategic account development for global supply chain clients. In this role, she delivered top sales in 2003, with the highest attainment in her region, and guided her clients through the complex integration of DHL and Airborne Express operations. As a FedEx Global Account Manager, Reed was a leading sales performer two years running and winner of the prestigious FedEx Pyramid of Excellence award.

Theresa's hiring is effective immediately. And she will be operating from Power Freight Systems' bay area headquarters.

### About Power Freight Systems, Inc.

Headquartered in Northern California, Power Freight Systems delivers state of the art warehousing, distribution, and supply-chain management services. Specializing in time-sensitive logistics, Power Freight Systems provides customized solutions to clients who demand maximum reliability and high levels of information visibility. The company services high-tech organizations in the telecommunications, information technology, and medical equipment industries. Power Freight Systems, 7447A Morton Ave., Newark, CA, USA (800) 577-1060. <http://www.powerfreight.com>

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