

Mike Hatkevich

Director, Business Development | Enterprise Logistics & 3PL Solutions

Enterprise logistics sales & solution design · Carrier & contract negotiation · Client onboarding & retention

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CAREER HIGHLIGHTS

- **New business growth.** Grew new business 70%+, from \$5.68M in 2024 to \$9.7M annualized in 2025, through high value client acquisition at a national 3PL.
- **Speed to revenue.** Onboarded 30+ furniture retail clients in 9 months, designing the 3PL and final mile workflows that made each launch stick.
- **Enterprise deals.** Negotiated multi year agreements valued over \$1M and carrier terms with FedEx, UPS, and Amazon Prime. Used 22% transportation savings to anchor renewals.
- **An operator selling operations.** 15+ years across operations, distribution, and fulfillment, including 3+ years in dedicated 3PL and logistics business development. I sell what I have run.
- **Commercial track record.** Grew annual ecommerce sales from under \$60,000 to over \$1,000,000 with 37% average YoY growth over 9 years and a 99.98% positive feedback rating.

EXPERIENCE

Director, Business Development | Metropolitan Warehouse & Delivery Corp

Oct 2023 to Nov 2025

- Drove high value client acquisition, increasing new business revenue by over 70% from 2024 to 2025 (annualized), growing total new business from \$5.68M in 2024 to an annualized \$9.7M in 2025.
- Architected and negotiated complex, multi year logistics agreements for enterprise accounts valued at over \$1M, aligning service offerings with client operational needs.
- Directed carrier strategy and negotiations with national partners including FedEx, UPS, and Amazon Prime, optimizing rates and service levels for both internal 3PL operations and client specific small parcel requirements.
- Engineered fulfillment models and solution designs for enterprise supply chain partners, ensuring operational scalability for specialized inventory and complex kitting requirements.

Manager, Business Development | Metropolitan Warehouse & Delivery Corp

Nov 2022 to Oct 2023

- Directed the operational onboarding and lifecycle integration of 30+ furniture retail clients within 9 months, designing tailored 3PL and final mile delivery workflows to ensure seamless fulfillment network integration.
- Designed competitive logistics responses for complex RFPs, translating operational capability into pricing and service commitments.
- Drove a 22% reduction in average shipment costs for partners, using those savings as a value proposition to secure long term contract renewals.

Director of Operations | Net Retailers, Inc

Mar 2022 to Oct 2022

The buyer's chair. Ecommerce retailer purchasing warehousing, 3PL, and final mile delivery.

- Owned the build versus buy decision on returns processing, evaluating internal capability against outsourced capacity and partnering with FloorFound to automate open box handling, removing significant fixed overhead from the network.
- Drove cross functional alignment with Merchandising and Vendor Relations to identify and resolve systemic operational bottlenecks, directly improving customer experience and net profitability.

Senior Manager of Operations | Net Retailers, Inc

Jul 2021 to Mar 2022

- Revamped order fulfillment processes to clear backlogs, restoring order confirmation and shipping date adherence and cutting open tickets by 87%.
- Achieved zero untouched returns and claims cases for the first time in company history, reducing open tickets a further 63%.

Transportation and Freight Services Manager | Net Retailers, Inc

Dec 2020 to Jun 2021

- Negotiated new small parcel shipping contracts and optimized carrier mix, driving down freight costs by 29.3% year over year in 2021 despite acting on only 60% of total freight spend, securing 30%+ rate reductions on key lanes.

Operations Service Manager → Operations Manager | Net Retailers, Inc

Jun 2020 to Dec 2020

Led a 50+ person organization, including three functional managers.

- Grew into de facto leadership of a 50+ person organization, directing the Sales, Operations, and Customer Service managers alongside an outsourced BPO team and 30+ temporary staff, and hiring actively across all three functions during 100%+ year over year growth.

Transportation and Freight Services Manager | eImprovement LLC

Oct 2019 to May 2020

- Designed a national and regional carrier strategy with the master distributor's VP of Operations, reducing average shipment cost from \$178 in FY2019 to \$138 in 2020.
- Identified and recovered over \$100,000 in carrier misbillings and overcharges within the first two months of assuming the role, immediately improving the bottom line.

Senior Operations Process Analyst → Order Operations Manager | eImprovement LLC

Jul 2018 to Dec 2019

- Led a cleanup of the returns and credits backlog, shrinking aged liability from \$430,000 across 1,900 cases to \$75,000 across 375, entirely within existing policy windows.
- Established a Service Level Agreement violation tracker based on the Supplier Operating Guide, used by multiple departments to track vendor performance and strengthen negotiating position for future contracts.

Partner, Operations and Ecommerce Sales | Heartland Products, Inc

Apr 2008 to Feb 2018

Manufacturer and multi channel ecommerce distributor.

- Grew annual ecommerce sales from under \$60,000 to over \$1,000,000, with growth ultimately limited only by the parent company's manufacturing capacity.
- Achieved an average 37% year over year sales growth over 9 years by optimizing product mix, pricing, and fulfillment efficiencies, while maintaining a 99.98% positive customer feedback rating.

CONCURRENT & LEADERSHIP

Founder and Solo Builder | Independent AI Product Development (Self Directed)

Dec 2025 to Present

- Defines product vision, decomposes work into agent ready tasks, reviews architecture, and accepts every production change across five live software products, directing AI coding agents as product owner, systems architect, and technical reviewer.
- Designed repeatable AI assisted development workflows that coordinate multiple specialized coding agents, enforce architectural standards through written playbooks, and hold quality through automated testing, CI gates, and cross vendor review.

Squadron Commander | Civil Air Patrol, U.S. Air Force Auxiliary

2016 to 2018

- Led 60+ members to the state's top emergency services rating and managed high value federal assets including two aircraft, ensuring regulatory compliance and operational readiness.

SKILLS & EDUCATION

Business Development · Enterprise & Key Account Management · Consultative Solution Selling · RFP Response · Contract & Carrier Negotiation · Client Onboarding · Solution Design · 3PL & Fulfillment · Transportation Cost Control · Reverse Logistics · Vendor Management · Process Improvement (Lean Six Sigma) · HubSpot CRM · NetSuite · Tableau · Jira

Bachelor of Science, Finance, DePaul University, Chicago, IL · Award: First Place, CAPSIM CAPSTONE Business Strategy Simulation · Management Skills for New Managers, American Management Association, Philadelphia, PA · Lean Six Sigma Yellow Belt, SUNY Binghamton University, Online