



# Industrial Distribution

## COLLEGE OF ENGINEERING

# 2024-2025 **ANNUAL REPORT**

# TABLE OF CONTENTS

|           |  |
|-----------|--|
| <b>3</b>  | Message from Department Head                                 |
| <b>4</b>  | Message from Program Coordinator                             |
| <b>5</b>  | Advisory Boards  |
| <b>6</b>  | ID Team  |
| <b>7</b>  | Vision & Mission Statements                                  |
| <b>8</b>  | ID Stats   |
| <b>9</b>  | Technical Sales Minor  |
| <b>10</b> | Recruiting   |
| <b>11</b> | TIES Sales Showdown  |
| <b>12</b> | Capstone Projects & Showcase                                 |
| <b>13</b> | Lab Updates  |
| <b>14</b> | Student Organization Accomplishments                         |
| <b>15</b> | Students on the Go   |
| <b>16</b> | MID Graduate Program   |
| <b>17</b> | MID Global Experience  |
| <b>18</b> | Samples of Funded Research                                   |
| <b>19</b> | Sample Publications  |
| <b>20</b> | Thomas & Joan Read Center                                    |
| <b>21</b> | Continuing Education and Talent Incubator Program            |
| <b>22</b> | Consortia Overview   |
| <b>23</b> | Talent Development Council and AI in Industrial Distribution |
| <b>24</b> | Sales Performance Consortium and TIES Recruiting Consortium  |
| <b>25</b> | ID Social Media Sampling                                     |
| <b>26</b> | ID in the News   |

# MESSAGE FROM THE ENGINEERING TECHNOLOGY AND INDUSTRIAL DISTRIBUTION DEPARTMENT HEAD

Howdy!

A very warm greeting from Aggieland! This annual report celebrates the accomplishments of our industrial distribution program, showcasing the progress we have made together.


Our Industrial Distribution program is the largest program and a highly sought after major in ETID. We have witnessed a consistent and positive growth in ID over the past few years.

Our success is powered by the dedication of our students, faculty, and staff. Most importantly, it is our former students and industry partners, whose commitment to nurturing future leaders and driving meaningful transformation throughout the industry is at the core of everything we do. United by a shared vision, we have driven forward the program's mission, delivering impactful and lasting education and applied research.

We extend gratitude to our industry partners. Your collaboration and belief in our work are at the heart of our efforts to fuel advancement and elevate the program to new heights.

Thank you for your continued support.

Sincerely,

A handwritten signature in black ink that reads "Bimal Nepal". The signature is fluid and cursive, with the first name "Bimal" and last name "Nepal" clearly distinguishable.

**Bimal Nepal, Ph.D.**

J.R. THOMPSON CHAIR AND DEPARTMENT HEAD  
DON A. RICE PROFESSOR OF INDUSTRIAL DISTRIBUTION



# MESSAGE FROM THE INDUSTRIAL DISTRIBUTION PROGRAM COORDINATOR

Dear Friends of the ID Program,

It is my great honor to address you on behalf of the Industrial Distribution Program at Texas A&M University in this year's annual report. As we reflect on the achievements and milestones of the past year, we are reminded of the dedication, innovation, and community spirit that define our program.

2024-2025 was marked by continued growth, both in our student body and in the reach of our curriculum. We welcomed a diverse and talented cohort of students whose passion for excellence has reinvigorated our classrooms and labs. Our faculty remain at the forefront of research and industry collaboration, ensuring that our curriculum not only meets but anticipates the evolving needs of the distribution sector.

The success of our internship and capstone programs exemplify the strong ties we maintain with leading companies in the field. Through hands-on experience, our students honed the skills necessary to excel upon graduation. Our industry partners were instrumental in this effort, providing invaluable mentorship and real-world challenges that prepare our ID Aggies for meaningful impact.

Support from our former students and industry partners is the backbone of our program. Your engagement and generosity allow us to offer scholarships, upgrade facilities, and host career development events that propel our students' success. I am grateful for your unwavering commitment and contributions.

Looking ahead, we remain focused on developing leaders equipped with the technical knowledge, problem-solving abilities, and ethical foundation to drive innovation in industrial distribution. We are excited about planned program enhancements, upcoming research initiatives, and new partnerships that will sustain our legacy of excellence.

Thank you for your ongoing support and for being a part of the Texas A&M Industrial Distribution family. Together, we are shaping the future of this vital industry.

With gratitude and appreciation,



**Malini Natarajarathinam, Ph.D.**

LEONARD AND VALERIE BRUCE LEADERSHIP CHAIR  
PROFESSOR AND PROGRAM COORDINATOR OF INDUSTRIAL DISTRIBUTION  
DIRECTOR, THOMAS AND JOAN READ CENTER FOR DISTRIBUTION RESEARCH AND EDUCATION





# ADVISORY BOARDS

## Industrial Distribution Industry Advisory Board

Bob Dill, *HISCO (Retired)*

Kevin Friar, *Hoover CS*

Ben Keating, *Keating Auto Group*

Ron Keating, *Excelitas Technologies Corp.*

John Kennedy, *Harken Finance*

Jeff Metzler, *LoneStar Electric Supply*

Joe Nettemeyer, *Valin Corporation*

Steve Newland, *TestEquity (Retired)*

Matt Oldroyd, *Evolution Motion Solutions*

Mike Rowlett, *Evolution Motion Solutions*

Lindsley Ruth, *Infinite Electronics*

Dan Tinker, *SRS Distribution*

John Wisenbaker, *Wisenbaker*

*Builder Services*

## Master of Industrial Distribution Advisory Board

Arnold (Troop) Aschenbeck, *Alcon*

Jon Berleth, *Bray International, Inc.*

François Gentis, *Netskope*

Chris Hendricks, *Duncan Supply Co., Inc.*

Jason Jacobs, *Lockheed Martin*

Dean Jones, *AFS Logistics, LLC.*

Kennedy Muzyka-Garcia, *Cummins*

Renata Morgan, *Rheem Manufacturing*

Ron Price, *Grainger*

John Stansbury, *Rexel*

Brett Socha, *ChampionX*

Brad Vance, *EPICOR*

## Industrial Distribution Undergraduate Advisory Committee

Jason Barefield, *Endress+Hauser*

Shaun Blumhoff, *Tumlinson Electric*

Jonathan Bounds, *SIG Partners*

Charleene Burgess, *Motion Industries*

Rob Duncan, *Bell & McCoy*

Phil Evans, *Hussmann*

Greg Evrard, *CED*

Greg Jessup, *SRS Distribution*

Carolyn LaGrange, *Conoco Philips*

Stephen Livesay, *Keating Auto Group*

Christian Pizzino, *ExxonMobil*

Charlie Reinhardt, *Elliot Electric Supply*

Grant Salisbury, *Pape Material Handling*

Bobby Schaible, *EOH/Supreme Integrated  
Technology*

Ken Schreiber, *Rheem Manufacturing*

Alan Singleton, *Ryerson*

Ryan Srnka, *Brenntag Lubricants*

George Temple, *Kodaris*

James Turner, *IGS*



# ID TEAM

## Tenure/Tenure Track Faculty

- Elnaz Kabir
- Maria Rouziou
- Chukwuzubelu Ufodike
- Lee Allison
- Ismail Capar
- Xiaofeng Nie
- Willy Bolander
- Eleftherios Iakovou
- Malini Natarajathinam\*
- Bimal Nepal\*

## Professional Track Faculty

- Norm Clark\*
- Bharani Nagarathnam\*
- Fatih Cengil
- Betul Cengil
- Bob Borsh
- Tom Hollis
- Mark Johnson
- Danny Rey\*
- Jay Johnson
- Evan Vestal
- Taylor Dudley
- Joe Dyson
- Alonso Fierro\*

## MID Faculty

- Tom Comstock
- Read Frymire
- Ron Holsey
- Magnus Meier
- David Wascom
- Betsey Nohe
- Rich Antonaros
- Mike Calabria
- Stephen Elliott
- Brooke Bowers
- Senthil Gunasekaran

## Staff

- Susan Borsh
- Nichole Mehlhaff
- Steven Ebel (MID)
- Brianna Edwards (MID)

*\* = Also MID Faculty*

# INDUSTRIAL DISTRIBUTION VISION & MISSION STATEMENTS

The **vision** of the industrial distribution program at Texas A&M University is:

- To be a nationally recognized leader in industrial distribution education and applied research, including technical sales and distribution operations and supply chain management.

The **mission** of the industrial distribution program at Texas A&M University is to:

- Prepare graduates for sales engineering, sales management, supply chain operations and logistics management mid-management positions with wholesale distributors, who purchase, warehouse, sell, distribute and service a wide variety of products, and with manufacturers who sell through distributors.
- Conduct applied research and develop new best practices in industrial distribution, logistics and supply chain management that mutually benefits the university and its industrial, governmental and academic collaborators.
- Provide service and leadership in the promotion and advancement of the department, the university and the industrial distribution profession.
- Maintain a nationally recognized program through excellence in hands-on education, applied research and service.



# ID STATS

## Spring 2025

UG students **1,023**

**18.5%** seeking business minor

## Graduates

**106** graduated fall 2024

**164** graduated spring 2025

**100%** job placement

Average starting salary **\$71,400/yr**

Average intern salary **\$22.60/hr**

## Scholarships 2024-2025

**96** ID students received ID and ETID scholarships totaling **\$108,000**.



### Top 5 industries where students interned:

2024

Heating, Ventilation, and Air Conditioning

16%

Electrical

15%

Automotive

8%

Automation Solutions

6%

Construction

6%

### How Internship Was Found

2024

PAID Career Fair or PAID Event

49%

Family Member or Friend

16%

Guest Lecturer in IDIS Course

7%

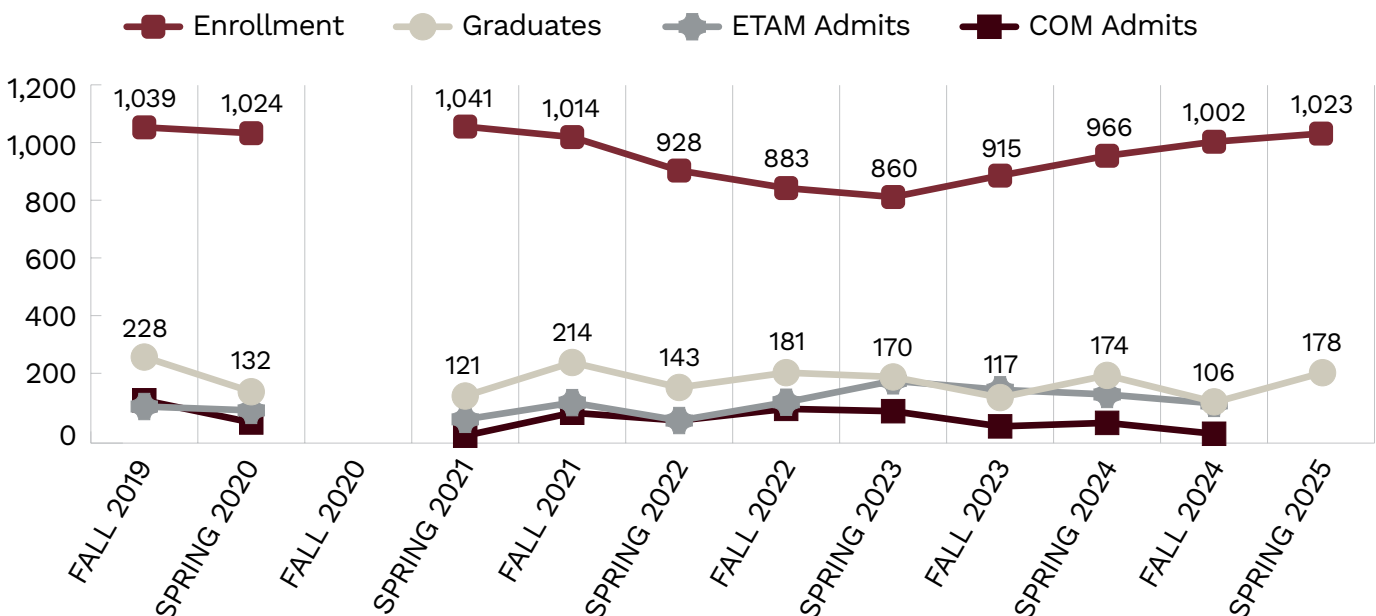
Job Posting on Company Website

5%

Job Posting from ID (via email or verbally)

5%

# ID ENROLLMENT





# TECHNICAL SALES MINOR

[tx.ag/technicalsales](https://tx.ag/technicalsales)

Are you...

**SMART** enough for STEM &  
**SALES?**  
savvy enough for

Even the best-engineered products, services, and solutions don't sell themselves. Success requires skilled professionals to translate technical details into the business language of their customers.

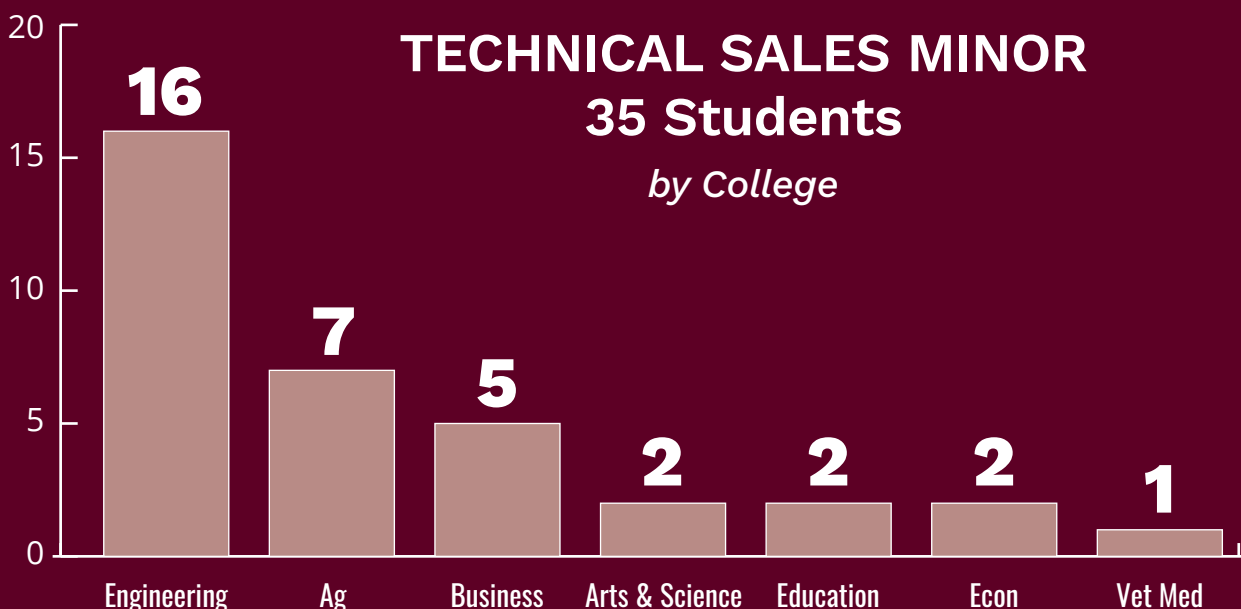
Mastering these skills reaps substantial rewards. Consider the following statistics from the U.S. Bureau of Labor Statistics, 2023:

- **Industrial technical salespeople** sell goods through distribution channels to businesses and other organizations and earn a **median pay of \$97,710**.

- **Sales engineers** sell complex scientific and technological solutions to businesses and earn a **median pay of \$108,530**.

- **Sales managers** oversee and direct teams of salespeople and earn a **median pay of \$130,600**.

These roles require ambitious people who possess both "hard skills" (e.g., technical knowledge, analytic competence) and "soft skills" (e.g., social skills, clear communication).



# RECRUITING

## PAID

The Professional Association for Industrial Distribution's Career Fair is a bi-annual event attended by hundreds of companies from all over the nation. The fair gives the best companies in their respected industries an opportunity to meet, interview and hire ID graduates. Prior to each Career Fair, students have the opportunity to be paired with the industry of their choice for a golf tournament and networking social.

PAID hosts many events including banquets, socials, Corporate Spotlights, and Power Lunches. These activities provide an environment outside of the classroom for students to network and have significant discussion with industry professionals. PAID's Resume Review provides opportunity for student resumes to have wide exposure to industry. ID student resumes are sent to over 500 companies nationwide and accessible on the web, giving companies the opportunity to learn more about Texas A&M's ID students.



## ID Connection Fair

Part of the TIES Sales Showdown, this fair is an opportunity for students and industry to connect in a casual format, with no suit or resume required.

## SWID

The Society of Women in Industrial Distribution provides opportunities for and encourages networking with faculty, alumni, peers and professionals through events such as the SWID Empowerment in Distribution Summit, TUG Connect Conference, and SWID X Nights.



# TIES SALES SHOWDOWN

The Technical, Industrial, and Engineering Student (TIES) Sales Showdown is a technical sales roleplay competition. Each semester, TIES brings ~220 student competitors together with industry partners who serve as judges and buyers. The event involves three rounds of competition which unfold over a day and a half.

## Value to Students

1. **Skill development** - TIES is a developmental opportunity that functions as the output of the work students do in their Sales Engineering class and lab sessions.
2. **Industry connections** - TIES is a way for students to connect with industry partners offering internships and employment opportunities in technical, industrial, and engineering sales.
3. **Prizes and recognition** - Students who perform well in TIES win monetary prizes and receive valuable recognition.

**Industry Involvement** - There are a limited number of **direct sponsorship** opportunities available each semester, including *product sponsorship*, *buyer role sponsorship* and *sub-event sponsorships*. Direct sponsorship opportunities start at \$25,000.

FOR MORE INFORMATION,  
CONTACT: [idis@tamu.edu](mailto:idis@tamu.edu)

## Value to Industry Partners

1. **Preview talent** - TIES creates an interactive arena where you can see students in action, provide feedback to further their skill development, and build deep relationships along the way.
2. **"Crowdsourced" talent evaluation** - Since TIES competitors are each evaluated by a group of industry partners and progress in the competition depends on these evaluations, organizations can learn about students' skills even without direct observation.
3. **Better interns and new hires** - Industry partners involved in TIES are better able to fill internship and employment positions with carefully selected talent.
4. **Actionable recruitment insights** - Industry partners involved in TIES via our recruiting consortium receive a report each semester that details overall student familiarity and perceptions with the partner and highlights the profiles of students most interested in working for them.



Fall 2024  
Winner  
**Val McNeil**



Spring 2025  
Winner  
**Luke Sims**



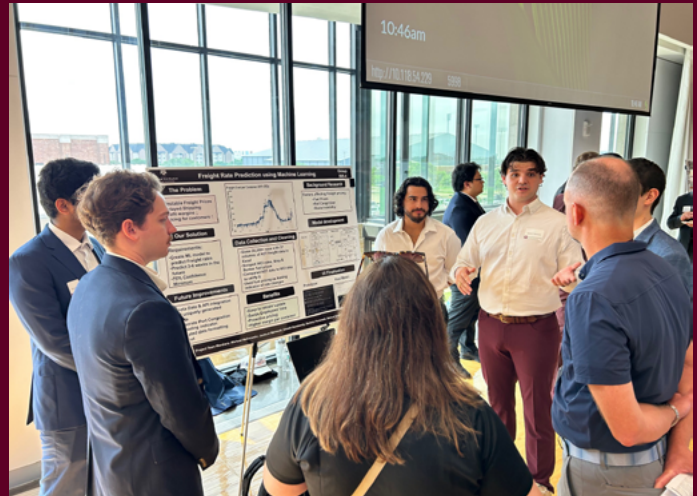


# CAPSTONE PROJECTS & SHOWCASE

## 66 Projects Showcased

### Samples:

- Developing a tool to maximize profit and minimize risk through the strategic categorizing of suppliers
- Implementing inventory management efforts that stratify goods to maximize turns and minimize stockouts of key products
- Segmenting customers and building a customized engagement model to minimize overserving profit minnows
- Building a retention strategy for millennials through a multi-engagement approach
- Building Power BI dashboards for sales management



### Sponsors

- TMS South
- Applied Industrial
- Dooley Tackaberry Inc
- VertriMax Veterinary
- Service Supply
- Bruckner's Truck and Equipment
- Hydraquip
- Texas AirSystems
- FloWorks
- Simply Smart Industrial
- Spraying Systems Co
- Mitch Harper & Associates
- Unifi Technologies
- LWK Enterprises
- ECP Solutions
- Beacon Building Supply
- Cummins
- Levitt-Safety
- EPICOR
- Lonestar Forklift
- Summit Electric
- Moore Supply (Hajoca)
- Keating Auto Group
- CATCO
- ACME Construction Supplies
- TEC Sales
- Association of Former Students
- Carlisle
- AFS Logistics
- American Omni
- Industrial Service Solutions
- Texas A&M University Press



# LAB UPDATES



**ESET 300** – Industrial Electricity Lab Updates at RIDB



**IDIS 330** – Sales Engineering Lab Updates



**IDIS 344** – Distributor Information and Control Systems Lab Updates



# STUDENT ORGANIZATION ACCOMPLISHMENTS



## PAID

- Targeted Recruitment Strategy - Refocused recruitment to attract students specifically interested in technical sales and supply chain operations, emphasizing quality engagement over quantity.
- Impact-Driven Event Planning - Streamlined event planning to align with PAID's core mission of connecting students with industry professionals, while optimizing costs to increase overall value and student impact."

**FACULTY SPONSORS** – Bob Borsh and Evan Vestal



## SWID

- SWID Empowerment in Distribution Summit - A flagship annual event to empower and connect students with industry partners through a day of learning, networking, and leadership development. Through keynote speakers, a panel, and interactive training, attendees gained valuable insight into real-world opportunities.
- TUG Connect Conference - Hosted by INFOR and WID (Women in Distribution), this conference was a hands-on way to get connected with tenured members of the distribution field. Attendees received insight on the future of the field, the importance of ERP's, and received practical coaching on real-world work scenarios.
- Mentorship Program - The mentorship program connects members with industry partners, offering valuable insights into life as an Industrial Distribution major. Through personalized matching and scheduled meetings, this program helps members gain practical knowledge into their desired field.

**FACULTY SPONSOR** – Col. Mark Johnson



## Sigma Delta

- Grew student membership by around 30%, helping more top-performing students get involved.
- Prioritized celebrating and honoring our graduating seniors by hosting a meaningful and well-attended cord ceremony at the end of the year.
- Continued working to increase the value of Sigma Delta for both students and companies by bringing in new companies and exclusive networking events.
- Started building a new website that will be complete by the start of the fall semester to make information more accessible and help showcase the organization to potential sponsors and members.

**FACULTY SPONSOR** – Tom Hollis



# ID STUDENTS ON THE GO

## Student Conferences

- ASA – American Supply Association
- ASCM – Association for Supply Chain Management
- Field Service Connect
- HARDI – Heating, Airconditioning & Refrigeration Distributors International
- HDAW – Heavy Duty After Market Week 2025
- MHEDA – Material Handling Equipment Distributors Association
- STAFDA – Specialty Tool & Fasteners Distributors Association
- TUG – The User Group for Infor



## Global Distribution Study Abroad Program Launching Spring 2026 in Paris

- Project-based class
- Experiential learning
- Engagement with industry, customers and suppliers to understand global business
- Live projects
- Cultural exposure

# MID GRADUATE PROGRAM

## Current Enrollment

Class of 2025 **30**

Class of 2026 **22**

## YEAR 1

### AUGUST | RESIDENCY EXPERIENCE (4 DAYS)

Academic Overview and Student Resources • Distribution Competitiveness Guide Overview • Faculty Connection and Course Previews • Peer Networking and Former Student Panel • Aggie Experience: History and Traditions

### FALL

#### IDIS 650: The Science of Distribution

Distribution Strategy • Sustained Competitive Advantage • Optimizing Distributor Profitability • Framework • Financial Framework • Opportunity and Capability • Value Added Services • Relationship Management

#### IDIS 652: Digital Distributor

Digital Transformation • Analytics Framework • Business Insights • Marketing/Branding • Omni Channel Experience • eCommerce • Social Media • Software Selection and Implementation • AI, Bots and IoTs

### SPRING

#### IDIS 651: Distribution Customer Experience

Customer Stratification • Customer Insights Pricing Science • Value Proposition Design • Value Creation • Market Intelligence • Digitizing the Sales Process • Changing Role of Sales Force • Customer Engagement

#### IDIS 664: Distribution Profitability Analysis

P&L • Balance Sheet • Income Statement • Cash Flow • Internal Rate of Return • Time Value of Money • Net Present Value • Capital Investment Decisions • Mergers and Acquisitions • Risk Management

## YEAR 2

### AUGUST | RESIDENCY EXPERIENCE (4 DAYS)

Capstone Project Process and Resources • Capstone Project Advisor Breakout Sessions • Faculty Connection and Course Previews • Peer Networking and Former Student Panel • Aggie Experience: Aggie Ring and Network

### FALL

#### IDIS 653: Distribution Operational Excellence

Inventory Stratification • Forecasting • Purchasing Policies • Warehouse Management • Network Optimization • Transportation • Lean Distribution • Value Stream Mapping

#### IDIS 657: Distribution Growth, Models and Drivers

Market expansion • Growth drivers • Generating Growth • Managing Growth • Sustaining Growth • Sales and Marketing • Case Studies • OPTIONAL Global Trip

#### IDIS 660: Distribution Capstone Project - Part I

Distribution Transformational Project • Problem Identification • Steering Committee Presentation • Background Research • Data collection/ analysis

### SPRING

#### IDIS 656: Leading People and Managing Performance

Distribution Culture • Talent Planning • Talent Acquisition • Talent Management • Talent Development • Talent Retention • Employee Engagement • High-Potential and Leadership Development

#### IDIS 654: Distribution Channel Development

Role of Distributor • Supplier Selection and Management • Channel Management Methodology • Design Channel Goals • Developing Channel • Value Proposition • Manage Channel Alignment • Adapting to Channel Forces

#### IDIS 665: Distribution Capstone Project - Part II

Distribution Transformational Project • Steering Committee Meeting • Solution/Recommendation Development • Mid-Project Critical Review • Final Recommendation • ROI Calculation • Final Steering Committee Presentation • Final Report • Graduation

## CAPSTONE PROJECT & GRADUATION



# MID GLOBAL EXPERIENCE 2024: **GERMANY**



## **Cologne and surrounding areas**

### • **SIX PROJECTS**

- » Competition Landscape analysis
- » B2B Marketplaces – Best Practices
- » Digital Shelf Management (PIM) Customer Segmentation for Pricing and Service
- » Cost-To-Serve Model Improvement
- » Value Proposition and Value Selling

### • **THREE COMPANIES**

- » 3M
- » Brenntag
- » PFERD



# SAMPLES OF **FUNDED RESEARCH**

## **Dr. Eleftherios Iakovou**

- “Robotics and Automation Decision Framework for Agility and Resilience (RADAR)” – Advanced Robotics for Manufacturing Institute (ARM)/NIST Office of Advanced Manufacturing (OAM), RACER Grant Program
- “Securing Critical Material Supply Chains by Enabling Photovoltaic Circularity (SOLAR)” – NSF Convergence Accelerator Program Phase II (Subcontract from Battelle to Texas A&M)
- “SMART-RECLAIM: Scalable, Modular and Adaptable Reclamation Technology for Hydrofluorocarbon Refrigerant Enhancement, Circular Logistics, and Intelligent Toll Manufacturing” – The Environmental Protection Agency (EPA)

## **Dr. Bimal Nepal**

- “FMRG: Cyber: Manufacturing USA: Material-on-demand manufacturing through convergence of manufacturing, AI and materials science” - NSF
- “Investigate, Intervene, and Instill Ethical Research Competency Self-efficacy (I3ERCS)” - NSF

## **Dr. Elnaz Kabir**

- “Harnessing Supply-Chain Flexibility and Renewable Variability in The Energy-SupplyChain Nexus” - Institutional Sources
- “Research, Development and Demonstration of a Natural Hazard and Large Language Model Enhanced Electric Grid Planning Tool” – DOE
- “Enhancing Resource Adequacy Accreditation and Operational Incentives for Energy-Limited Resources” - Power Systems Engineering Research Center (PSERC)

## **Dr. Chukwuzubelu Ufodike**

- “Removable Support Structures for Powder Bed Fusion Metal Additive Manufacturing” – Department of Defense (DOD)



Al Mazedur Rahman is hooded by his advisor, Dr. Ufodike, at the doctoral hooding ceremony May 2025.



# SAMPLE PUBLICATIONS



## DR. LEE ALLISON

- Faculty Networking Across Disciplines: Exploring a Transdisciplinary Networking Approach @ Journal of Faculty Development
- American corporations have been changing: Artificial intelligence will lead the next shift @ Business Education



## DR. WILLY BOLANDER

- Understanding the Performance Effects of “Dark” Salesperson Traits: Machiavellianism, Narcissism, and Psychopathy @ Journal of Marketing
- More than Machines: The Role of the Future Retail Salesperson in Enhancing the Customer Experience @ Journal of Retailing



## DR. ELEFThERIOS IAKOVOU

- Metrics and methods for resilience-aware design of process systems: advances and challenges @ Current Opinion in Chemical Engineering
- Next-Generation Reverse Logistics Networks of Photovoltaic Recycling: Perspectives and Challenges @ Solar Energy



## DR. ELNAZ KABIR

- Quantifying the impact of multi-scale climate variability on electricity prices in a renewable-dominated power grid @ Journal of Renewable Energy
- Power Outage Prediction Using Data Streams: @ Risk Analysis



## DR. MALINI NATARAJARATHINAM

- Building stronger faculty-industry engagement for enriched applied engineering education @ ASEE Conference
- Does Horizontal Learning in Career Technical Education with Making and Micromanufacturing Boost Students’ Self-Efficacy @ Int. J. of Innovation and Learning



## DR. BIMAL NEPAL

- Enhancing Pipeline Reliability Analysis through Machine Learning: A Focus on Corrosion and Fluid Hammer Effects @ International Journal of Mathematical, Engineering and Management Sciences
- An Analysis on Ethical Competency and Self-Efficacy Among Freshman Students in Engineering @ International Journal of Engineering Education



## DR. XIAOFENG NIE

- A location-inventory-routing model for distributing emergency supplies @ Transportation Research
- A budget allocation model for domestic airport network protection @ Socio-Economic Planning Sciences



## DR. MARIA ROUZIOU

- Understanding the B2B Customer Experience and Journey: A Convergence-based Lens @ Journal of Business Research
- Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management around the Globe @ Journal of International Marketing



## DR. CHUKWUZUBELU UFODIKE

- Thermal-fluid modeling and simulation of Ti-6Al-4V alloy filaments during shaping in the hot-end of material extrusion additive manufacturing @ Journal of Manufacturing Processes
- A Preliminary Experimental Study on Biodegradation of 3D-Printed Samples from Biomass-Fungi Composite Materials @ Journal of Composites Science



# THOMAS & JOAN READ CENTER

**The world's only distribution research center on a university campus and the only center focused on wholesale distribution research and education in the nation.**

---

Dear Friends of the Read Center,

It is an honor and a privilege to step into the role of Director of the Thomas and Joan Read Center for Education and Research. This new responsibility, alongside my current position as the Industrial Distribution Program Coordinator, is a testament to the trust and confidence placed in me by our esteemed academic and industry partners. It reflects their belief in my ability to advance research and education within the field of industrial distribution.

As I embark on this exciting new chapter, I reflect on the profound impact of the Read Center on the industry and its many stakeholders. Since its inception in 1988, the center has been a cornerstone of research and a hub for innovative thinking in the industrial distribution community. My goal is to build upon the center's established strengths by fostering even deeper connections with industry and academic partners. I am committed to ensuring the center remains the premier source of knowledge and insight for the industrial distribution sector.

I am fortunate to work alongside talented colleagues who share the same dedication to advancing the mission of Texas A&M University's Industrial Distribution Program and the Read Center. With the steadfast support of our industry partners, we are well-positioned to continue shaping the future of the field. Our partners are instrumental in helping us stay attuned to industry trends and challenges, enabling us to provide valuable solutions.

I warmly invite you to join me in supporting the center's work, sharing opportunities and collaborating with us as we strive to strengthen the industrial distribution community. The future is full of possibilities, and I look forward to driving research and innovation that will further enrich this vibrant sector. The Industrial Distribution Program and Read Center were founded by the industry, serve the industry and thrive because of the ongoing commitment from our industry supporters.

Sincerely,

**Dr. Malini Natarajarathinam, Ph.D**

## Read Center Leadership

- **Dr. Malini Natarajarathinam,**  
*Director*
- **Dr. Willy Bolander,**  
*Exec. Assoc. Director*
- **Prof. Joe Dyson,**  
*Continuing Education*
- **Prof. Alonso Fierro,**  
*Consortia*
- **Prof. Taylor Dudley,**  
*Talent Incubator Program (TIP)*
- **Dr. Betul Cengil,**  
*Operations*

# CONTINUING EDUCATION



FOR MORE  
INFORMATION, CONTACT:

**Joe Dyson**

joe-dyson@tamu.edu

979.845.4984

## Operations

- Inventory Optimization
- Pricing Optimization
- Supplier Optimization

## Sales

- Distribution Management Training Program (3 Sessions)

## Online

- Basics of Distribution

## Hybrid

- Certificate in Distribution Professional Management (2 Sessions)

## Custom Events

---

# TALENT INCUBATOR PROGRAM



FOR MORE  
INFORMATION, CONTACT:

**Taylor Dudley**

tdudley@tamu.edu

979.977.8383

## Two-Semester Research Projects

- Each student team is matched with a company for a two-semester paid research project, working on real industry problems.

## Focus Areas

- Projects address critical challenges in distribution, manufacturing, supply chains, and emerging technologies.

## Final Presentation to Sponsors

- Students present research findings and recommendations to sponsor executives.

# CONSORTIA OVERVIEW



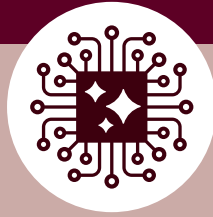
## Talent Development Council

- Improving Talent Acquisition, Development, Management and Retention Practices
- Social Recruiting Guide



## Salesperson Competencies, Performance and Turnover

- Compare competency profiles across each selling role at the member firm
- Understand, in general, what makes a great salesperson.



## AI in Distribution

- How can AI empower distributors to deepen strategic partnerships and accelerate customer success
- Launching in Fall 2025



## Mergers and Acquisitions in Distribution

- Consortium focused on preparation, valuation, due-diligence, negotiation in the Industrial and Construction industry
- Launching in Fall 2025

### Talent Development Council

- Improving talent acquisition, development, management, and retention practices
- Social recruiting guide

### Salesperson Competencies, Performance, and Turnover

- Compare competency profiles across each selling role at the member firm
- Understand, in general, what makes a great salesperson

### AI in Distribution

- How can AI empower distributors to deepen strategic partnerships and accelerate customer success
- Launching fall 2025

### Mergers and Acquisitions in Distribution

- Focused on preparation, valuation, due-diligence, and negotiation in the industrial and construction industries
- Launching fall 2025



# TALENT DEVELOPMENT COUNCIL



FOR MORE  
INFORMATION, CONTACT:

**Dr. Bharani Nagarathnam**

bharani@tamu.edu

979.847.8941

**FOCUS:** Improve talent acquisition, development, management, and retention practices

- Benchmark your talent practices
- Learn best practices from other channels
- Discover new strategies, methods and tools
- Align your talent strategy with business strategy
- Achieve competitive advantage through talent development

## AI IN INDUSTRIAL DISTRIBUTION

LEARN HOW AI CAN DELIVER FOR YOUR DISTRIBUTORSHIP TODAY

FOR MORE  
INFORMATION, CONTACT:



**Dr. Malini  
Natarajarathinam**

malini@tamu.edu

979.845.6766



**Dr. Lee Allison**

leeallison@tamu.edu

979.862.7753

**FOCUS:** Learn how AI can deliver for your distributorship today

- AI-Enhanced Inventory Management – Detects hidden demand patterns and optimizes stock levels.
- Predictive Customer Insights – Transforms data into forecasts for better engagement.
- AI-Powered Pricing – Adjusts pricing in real-time based on market conditions.
- Smart AI-Driven Customer Support – Automates responses and enhances service efficiency.
- Precision Marketing with AI – Personalizes campaigns using advanced data analytics.
- Operational Excellence with AI – Identifies inefficiencies and streamlines workflows.

# SALES PERFORMANCE CONSORTIUM

- What are the competencies (i.e., traits, skills, behaviors, etc.) that drive the success of your salespeople?
- Are these competencies consistent across different selling roles in your organization (i.e., SDRs, outside sales, applications engineers, national account managers, sales managers, etc.)?
- What are the financial implications of optimizing your sales force by knowing whom to hire and what role to place them in (and what competency x role combinations are likely to hurt performance)?



FOR MORE  
INFORMATION, CONTACT:

**Dr. Maria Rouziou**  
maria.rouziou@tamu.edu  
979.458.1197

# TIES RECRUITING CONSORTIUM

- How familiar, favorable, and interested are students regarding your organization's internship or career opportunities?
- How are these metrics changing over time based on the recruiting activities you engage in each semester?
- What types of students (i.e., in terms of background, demographics, extracurriculars, etc.) are especially interested in opportunities at your organization?
- What are the implications of understanding the effectiveness of your recruiting efforts and targeting candidates who are most likely to say "yes!"?



FOR MORE  
INFORMATION, CONTACT:

**Dr. Willy Bolander**  
wcbolander@tamu.edu  
979.458.7038

# ID SOCIAL MEDIA SAMPLING



Honored to Have Benj Cohen Advise ID Students



Dr. Barry Lawrence Celebrated Upon Retirement



PAID Banquet and Honors



Jack Houlihan '25 – Why Choose Industrial Distribution



Dr. Natarajarathinam Appointed Director of the Thomas & Joan Read Center



ID Pleased to Host High School Students Led by MID Grad



MHEFI Scholarship Recipients



Gratitude to Industrial Advisory Board

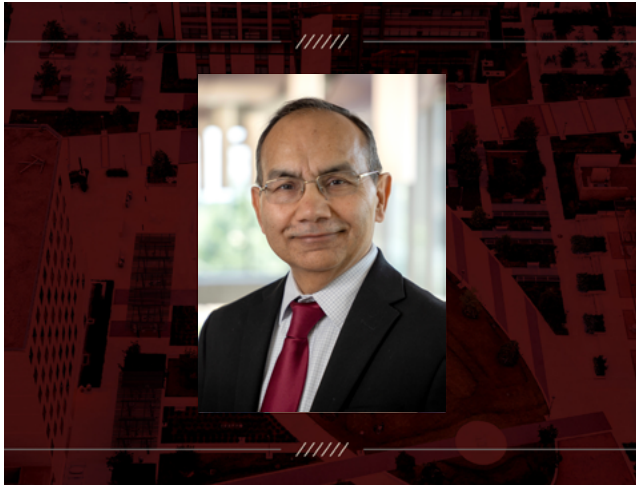


Congratulations to MID's Dr. Bharani Nagarathnam for 25-Year Milestone



# ID IN THE NEWS

PUBLISHED IN COLLEGE OF ENGINEERING NEWS



## Dr. Bimal Nepal Named Department Head of Engineering Technology & Industrial Distribution

Long-time industrial distribution faculty member, Dr. Bimal Nepal, has a bold vision to advance the department's impact through collaborative leadership.



## Aggie Spirit Inspires Couple to Assist Students in Need

The Armstrongs established the Kathryn and Harold Armstrong ETID Emergency Fund to support students in financial need.



## Sweethearts Establish Scholarship to Support ETID Students

High school sweethearts show their love for Aggieland by establishing the Patty K. '80 & G. Zane "Zip" Saxon '80 Industrial Distribution Endowed Scholarship



## From \$0 to \$12 Million in Five Years: The Rapid Rise of a Young Aggie's Business

The success of Industrial Distribution's Calvin Thedinger '19 includes honoring his brother's legacy.



## Football Season Showcases Leaders from the Department of Engineering Technology and Industrial Distribution

Industrial Distribution students apply lessons from the classroom to their roles on the field.



## New Minor in Technical Sales Launches This Fall

Are you smart enough for STEM and savvy enough for sales?



## Engineering Technology and Industrial Distribution Faculty Honored

Industrial Distribution's Dr. Malini Natarajathinam has been named an American Society for Engineering Education Fellow.

## OTHER NEWS

### ADVANCED TECHNICAL SALES TEAM

Dr. Willy Bolander has successfully implemented a team of students, chosen because they excelled in IDIS 330 and the TIES Sales Showdown, who now coach current IDIS 330 students. The overwhelming feedback has been that the average skill level of TIES competitors has increased dramatically.







# **PARTNER** WITH US



## Industrial Distribution

COLLEGE OF ENGINEERING

ETID  
Social Media



Read Center  
Social Media



[idis@tamu.edu](mailto:idis@tamu.edu)

979.845.4984 | Fax: 979.845.4980

Fermier Hall, Room 205 | Texas A&M University | College Station, TX 77843-3367

---

MAILING ADDRESS:

**Industrial Distribution Program**

Department of Engineering Technology and Industrial Distribution  
3367 TAMU | College Station, TX 77843-3367