



SMART CROSSROADS CONSORTIUM

ALIGNING PURDUE'S STRENGTHS WITH INDUSTRY PARTNERS TO SOLVE COMPLEX CHALLENGES IN THE FREIGHT AND LOGISTICS INDUSTRY

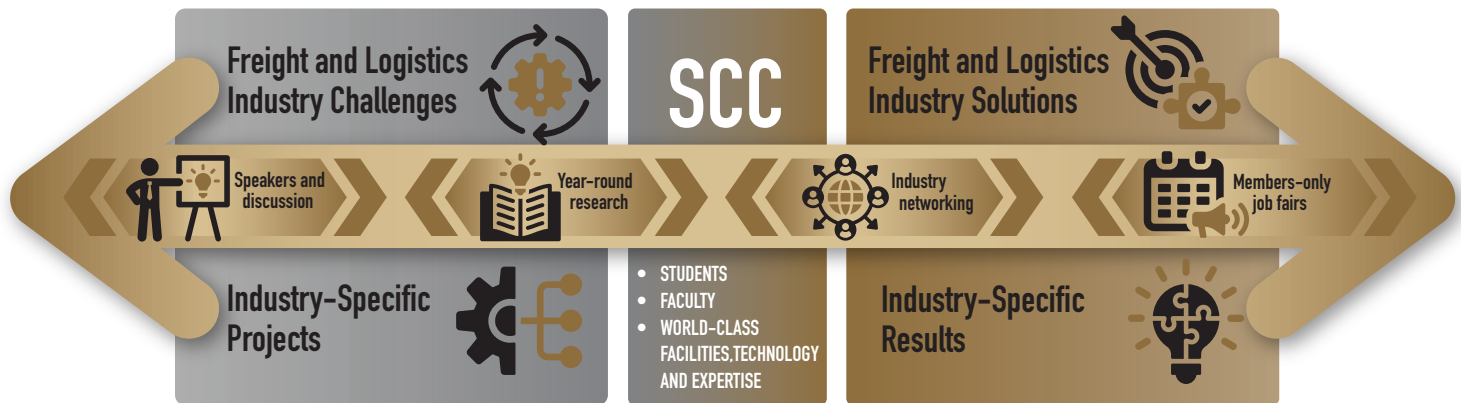
The global freight and logistics industry has entered an era of disruptive innovation and disintermediation. New technologies, AI, regulatory frameworks and geopolitics threaten industry roles, business models and boundaries. Alongside this disruption, new freight and logistics systems are emerging. The future of freight and logistics in the coming decades promises a landscape characterized by unprecedented efficiency, sustainability and innovation.

Supply chains will be tightly integrated, data-driven, and optimized for speed and cost-effectiveness. Advanced technologies and applications of AI will lead this transformation. The challenge is how to get there in a rapidly competitive world.

At the epicenter of innovation in freight and logistics at the Crossroads of America is the *Smart Crossroads Consortium*. At Purdue, we are creating a collaborative ecosystem, working alongside industry leaders in multiple settings toward our collective goal of solving the world's Grand Challenges.

Consortium Focus Areas

- *IoT Platforms*
- *Infrastructure & Vehicle Electrification & De-Carbonization*
- *Emerging Business Models*
- *Robotic Warehouse Operation*
- *Supply Chain Management & Digitization*
- *International Trade & Global Logistics*
- *Cold Chain Refrigeration*
- *Freight & Logistics Optimization*
- *Managing System Fragmentation & Market Forces*
- *Autonomous & Connected Vehicles*



BENEFITS FOR DUES-PAYING MEMBERS

Foundational Member

Be a part of an elite leadership group at Purdue to set strategy for the ecosystem, maximize B2B innovation, and have access to dynamic research.

Research Member

Be part of selecting new research projects and receive regular updates and feedback from Purdue's faculty and student talent.

GUEST SPEAKERS

• Hear from other thought leaders from industry, govt. & academia
Foundational Members Only

DISCUSSION GROUPS

• Ask and help answer key business, regulatory & research questions
Foundational Members Only

PROFESSIONAL CONNECTIONS

• Grow your collaborator & B2B networks
Foundational Members Only

SUBMIT, DISCUSS & SELECT NEW ANALYSIS & RESEARCH PROJECTS

PROJECT UPDATES FROM PURDUE STUDENTS & FACULTY

MEMBERS-ONLY JOB FAIR

• Recruit Purdue talent

STUDENT POSTER SHOWS