



## “Crisis Logistics”

Posted by [SwizStick](#) Posted date October 2, 2006 [Supply Chain Management](#) 0 comments

[Asia Logistics Wrap](#) links to an interview with Ron Cruse of [Logenix International](#) from [Inbound Logistics](#) regarding “Crisis Logistics”.

In terms of Cruse, Inbound writes that “whether delivering pharmaceuticals to radiation exposure patients affected by the Chernobyl nuclear disaster, helping run supplies to the Afghan mujahideen in the Afghan-Soviet War, or more recently, assisting with tsunami relief in Banda Aceh, Indonesia, Cruse has navigated the globe in the name of logistics.”

In the interview with Inbound, Cruse touches on “the challenges of efficient supply chain management under the most extreme conditions.” I have posted the entire interview here for the value of future reference in case the Inbound site cannot be accessed. One of things to take note of is where Mr. Cruse uses terms that recall both Tom Barnett’s four flows—economic, political, security and people—and the five architectures of high performance supply chains—physical, financial, informational, relational and innovational. I have italicized in bold type portions for emphasis.

Head on over to [Asia Logistics Wrap](#) for the full interview. Makes for some interesting reading. At my last job, some of my colleagues and I were discussing what we would do if we won the lottery or acquired financial freedom in some other way and no longer needed to work or worry about bills. One of the ideas I had was to volunteer my services to the supply chain/logistics division of a worthy humanitarian organization. I always felt “and still do” that many humanitarian organizations would probably be very happy to receive volunteer supply chain/logistics professionals to help them organize supplies around the globe.

It’s one thing to manage the supply chain of, lets say, a computer accessories manufacturer and distributor. It’s a whole new ballgame to get malaria fighting equipment and medicine to a third world country or the middle of a war zone.