

Prashant Shah

Head of E-Commerce, North America · A.P. Moller – Maersk

Supply chain and operations executive · Board advisor · Co-author, *The 70/20/10 Rule*



\$1.8B

PE acquisition of LaserShip after a period of hypergrowth

5×

LaserShip revenue growth, \$200M to \$1B+ in under two years

4

Acquisitions and exits as a key operating executive

\$250M

Largest operating budget led, 3 hubs and 60+ branches

25 yrs

From U.S. Marine Corps logistics to the C-suite

PROFILE

Prashant Shah is a global supply chain executive, U.S. Marine Corps veteran and co-author of *The 70/20/10 Rule*. He leads North American e-commerce for A.P. Moller – Maersk, spanning parcel delivery, fulfillment, transportation, technology and commercial performance.

Born and raised in India, Prashant came to the United States in 2001 and volunteered for the Marine Corps two days after September 11, rising to Sergeant as a supply chain manager. After his service he started overnight unloading trucks at Target and built a corporate career through Macy's, Bed Bath & Beyond, Drive DeVilbiss Healthcare, LaserShip, Casper and SwagUp, scaling high-growth operations through four acquisitions and exits, including LaserShip's \$1.8 billion private-equity transaction.

He advises founders, boards and investors on operational value creation, M&A integration and supply chain transformation.

CAREER

2026 – Now	Head of E-Commerce, North America A.P. Moller – Maersk
2021 – 2025	Chief Supply Chain Officer SwagUp · acquired by BDA
2021	Head of Supply Chain & Logistics Casper · acquired
2019 – 2021	Vice President, Supply Chain LaserShip · acquired
2017 – 2019	Senior Director, Operations & Distribution Drive DeVilbiss Healthcare
2009 – 2017	Logistics & operations leadership Macy's · Bed Bath & Beyond · Target
2001 – 2008	Sergeant, Supply Chain Manager United States Marine Corps

SPEAKING TOPICS

- Scaling through hypergrowth
- What buyers look for in your supply chain
- The 70/20/10 Rule: people, process, technology
- AI won't fix a broken operating model
- From Marine Corps logistics to the C-suite

Recent stages: Cross-Border E-Commerce Logistics Trends Summit (Shenzhen, 2026) · DELIVER America (Las Vegas, 2025) · Manifest · Chief of Staff Network

ADVISORY

- Private equity and portfolio value creation
- M&A and post-acquisition integration
- Supply chain, digital and AI transformation
- Board and advisory roles, including equity-based

Seton Hall University Board of Advisors · Faro · Humphrey B. Bear Entertainment · Bottles Waiting · Gartner Peer Community

AUTHOR



The 70/20/10 Rule

Key Strategies in Business Landscape · with Myrna Aponte · Dorrance, 2026

70% of leadership focus on people, 20% on process, 10% on technology. ★★★★★ 5.0 on Amazon.

EDUCATION

2017	MBA American Military University
2010	Bachelor's Degree, Criminal Justice American Military University