



DECODING FREIGHT EXPENSE: HOW TO SAVE COBURN SUPPLY COMPANY \$\$\$

MEMBER: COBURN SUPPLY COMPANY, INC., HOUSTON, TX

FEATURED LEADER:

Christy Maloney, Vice President

CHALLENGE:

Freight costs represented a significant and ongoing expense at Coburn Supply Company, with inefficiencies in carrier contracts, vendor shipping terms, and daily tracking processes contributing to lost margin. The challenge was to regain control over freight spend, improve transparency, and implement sustainable cost savings measures across the organization.

SOLUTION:

Christy Maloney launched the “Decoding Freight Expense” initiative to transform how Coburn manages freight.

Christy’s project not only produced immediate cost savings but also institutionalized best practices through vendor partnerships, employee training, and a new Freight Analyst role. Her leadership demonstrates how the **MDM program** equips executives to deliver both short-term financial wins and long-term strategic resilience — a model for other distribution leaders considering enrollment.

WHAT MEMBERS ARE SAYING ABOUT THE MDM PROGRAM:

“The new and improved MDM curriculum was created by leading industry experts and seasoned professionals associated with the ASA organization. The online and flexible program was attractive in that it offered an affordable way to boost your strategic skills without interrupting your career.”

Christy Maloney
Vice President

RESULTS:

Significant freight cost savings through contract renegotiations and operational streamlining.

55% vendor participation in cost-saving collect-for-freight terms.

Cultural change in operations, with employees trained to factor freight into every purchase and sales order.

Future-proofing: Upcoming ERP changes will further enhance freight handling efficiency and transparency.