



James Cochran

Chief Executive Officer
Package Shippers Association

Jim Cochran is the CEO of the Package Shippers Association (PSA), the premier package shipping trade association that is the voice of the package shipping industry, impacting the lives of Americans every day. PSA represents the complex \$170 billion plus shipping industry and ecosystem made up of shippers, vendors, retailers, 3PL companies, logistics companies, software companies and more.

Jim retired from the United States Postal Service (USPS) after 43-years of exceptional leadership, service and accomplishment. He “bleeds postal blue.” Jim was an Officer of the agency for over 10 years and was a member of the Executive Leadership Team for the last six years. His final position at USPS was as the Chief Customer, Sales and Marketing Officer where he directed all Marketing, Sales, and Customer Experience and was responsible for over \$70 billion in annual revenue.

Working in eCommerce for over 25 years, Jim has is a subject matter expert in creating winning products and providing solutions. He developed last mile strategies and shipping solutions that enabled the growth of e-commerce in this country. He drove the capital investment in customer facing technologies, to improve the customer experience, so USPS could grow their market share of shipments, as well as revenues and profits. That strategy included re-engineering their product tracking system, deploying new package sortation capability, and driving one of the largest smart mobile device deployments ever at that time. This technology investment improved their market capability and became the foundation of six straight years of \$2B in annual year-over-year revenue growth for their package business.

Prior to that role he was the USPS Chief Information Officer, directing one of the largest IT infrastructures in the United States. In addition, he directed all engineering and technology development, payment systems, processing automation and robotics.

Jim’s business skills and background are tremendously diverse because of the variety of organizational roles in which he served during his exceptional career with the USPS. He has an operational background in Plant Operations, as well as Delivery and Logistics. On the marketing side, he led Product Development, Pricing, Sales, Market Research and Advertising.