



Meet [Chris Hulse](#), a rising force in the transportation and logistics sector and a member of the inaugural class of the National Industrial Transportation League's (NITL) Emerging Leaders Program. Chris is currently Eastern and Southeastern Regional Transportation Manager for [Packaging Corporation of America](#).

Chris's journey began in Virginia, where he developed a strong foundation in discipline and leadership during his service with the Virginia Army National Guard's 116th Infantry Regiment. During his six years of service as an Infantryman, he deployed to Qatar on a nine-month security mission, and credits his military experience for instilling

in him critical skills in adaptability, composite risk assessment, logistics, and strategic problem-solving —capabilities he brings to his role at PCA every day.

After earning a degree in History and Political Science from Bridgewater College, Chris briefly entered the oil industry before transitioning to PCA, where he quickly moved from the production floor to leadership, starting as a flatbed die cutter operator and soon after became a shipping supervisor. Chris was familiar with PCA, as his uncle and cousin both worked there. He has been with PCA for over 11 years now.

As Regional Transportation Manager for the East and Southeast, Chris plays a pivotal role in freight motor carrier procurement, compliance, safety, and aligning operational efficiencies and synergies. He is responsible for 34 facilities outbound transportation operations and oversees roughly \$100 million in annualized spend. He is particularly proud of his work with the local team's at PCA's Harrisonburg, VA, and Northampton, MA, where they optimized trailer utilization, increasing average trailer load weights from 16,500lbs to nearly 22,000lbs per shipment, which helped mitigate not only excess transportation spend, but also help reduce the carbon footprint to service end-user customers.

Chris believes in people-powered progress. He emphasizes collaboration, buy-in, and embracing failure as a part of innovation. His leadership style is inclusive and forward-thinking—true to the motto of his former regiment: “Ever Forward.” He also draws inspiration from General Patton's mantra: “A good plan violently executed now is better than a perfect plan executed next week.”

His impact extends beyond PCA. As a contributor to NITL's RFP Playbook Project, Chris provided profound insights into the RFP process from an operational perspective, helping shape a comprehensive, cross-modal guide for transportation professionals.

Outside the office, Chris finds mental clarity and inspiration through fitness, and is a passionate Bayern Munich fan, believing both business and sport succeed through teamwork. He's eager to bridge generational gaps in the industry and views the NITL Emerging Leaders Program as an opportunity to learn from seasoned professionals, share knowledge, and foster continuous improvement. Chris looks forward to networking and collaborating with the other emerging leaders, learning from them, and helping to shape the future of the industry.