



NITL Emerging Leader Profile: Adam Poling

Steel, Strategy & Staying Grounded

From the hills of West Virginia, to helping manage transportation strategy across North America's largest steel manufacturer, **Adam Poling** has built a career grounded in relationships, industry expertise and calm leadership under pressure.

Today, Adam serves as Transportation Account Manager for Nucor Logistics in Cincinnati, Ohio, where he plays a critical role supporting Nucor's transportation strategy. But his path into supply chain leadership was anything but conventional.

A graduate of Marshall University with a BBA in Finance and Minor in Management and Economics, Adam originally envisioned a future in banking. Instead, shortly after college, he joined American Electric Power in Columbus, Ohio, through a rotational program designed for emerging professionals. The experience exposed him to nearly every corner of the energy business, from energy trading to fuel procurement, before he found his niche in logistics and transportation.

What began as a role on the fuel emissions and logistics team quickly evolved into larger responsibilities. Adam advanced to Transportation and Marketing Coordinator, negotiating transportation contracts, before ultimately serving as a buyer responsible for procuring and managing natural gas and fuel oil inventories for electric generating stations.

"It was demanding work, but I loved it," Adam shared. "I learned a tremendous amount early on because leaders trusted me with real responsibility."

That trust and experience laid the groundwork for his next chapter with The David J. Joseph Company, a subsidiary of Nucor Corporation, where he spent more than a decade managing export container, rail and barge transportation negotiations tied to scrap metal and raw materials.

In his current role with Nucor Logistics, Adam operates as both a transportation strategist and trusted internal advisor at Nucor. He works closely with teams across the company to solve problems in real time, anticipate market shifts, manage supplier relationships, and help divisions navigate the constantly evolving freight landscape. Whether negotiating major transportation packages, supporting new mill development projects or helping teams understand operational risks and opportunities, Adam brings a broad, high-level perspective that helps keep freight moving efficiently across the Nucor network.

One of the aspects of the role he enjoys most is helping shape the future of the company. From expanding transportation capabilities to supporting new steel mill projects Adam has had the opportunity to contribute to initiatives that will create long-term economic growth and opportunity for communities and the industry alike.

Adam is especially energized by Nucor's future growth, including projects helping establish transportation networks for new steel mills. One project holds particular meaning: a new mill in his home state of West Virginia.

"It's exciting to see opportunities being created for the community where I grew up," he said.

His colleagues value not only his transportation expertise, but also his steady leadership style. Adam brings a calm, thoughtful presence to fast-moving situations, empowering teammates to take ownership while serving as a trusted resource and mentor across the organization.

As part of NITL's Emerging Leaders Program, Adam hopes to continue expanding his leadership skills while gaining a broader understanding of national supply chain and transportation policy issues. He sees tremendous value in information-sharing and helping connect policy discussions to the professionals working in the field every day.

Outside the office, Adam's life is centered around family. He and his wife are raising three young children, twin daughters who recently finished second grade and a son entering kindergarten, creating a household that is always active and busy. He also enjoys spending time outdoors and makes it a priority to take an annual backpacking trip with longtime friends.

Whether negotiating transportation strategy, supporting internal teams or mentoring others, Adam brings a steady, collaborative approach that continues to make an impact across the logistics industry, and positions him as a strong leader for the future of supply chain transportation.

Ryan Hubert is a current member of the National Industrial Transportation League's 2026 Emerging Leaders Program.