

YRC Worldwide Inc.

Management Biography

Gregory A. Reid

Executive Vice President and
Chief Marketing Officer



Greg Reid leads enterprise sales for YRC Worldwide, leveraging the services of all YRC Worldwide operating companies for customer accounts with global supply chains. In addition, he leads consolidated marketing efforts for YRC Worldwide and its operating companies. Reid joined the company in 1997 as senior vice president of Sales and Marketing.

Prior to YRC Worldwide, Reid held management positions with Procter & Gamble, Bristol-Myers, Shaklee, Memorex and Ryder Logistics.

Reid is a frequent guest lecturer at Arizona State University, Ohio State University and the University of Finance and Economics in Shanghai. He is a popular keynote speaker at business conferences and leadership meetings, speaking on the subject of business culture change, brand and strategic development.

Reid holds a BBA degree in Marketing from the University of Cincinnati. He serves on a variety of boards, including the Arizona State University Center for Services Leadership, Kansas City Public Television, Kansas City Starlight Theatre, National Defense Transportation Association, the Negro Leagues Baseball Museum and the national board of First Candle/SIDS Alliance.

