LEADERSHIP TEAM

CHAIRMAN

DALE CHRYSTIE
Business Fellow and Blockchain Strategist, FedEx

VENEETIA JOHNSON
Director, TechOps Technology and Innovation Engineering, Delta Air Lines

GREG BROWN
Vice President - Technology Strategy and R&D, UPS

BOB HITT
Industry Advisor, Transportation & Logistics, Salesforce

PAUL RAPINO
Chief Growth Officer, Global Blockchain Business Council (GBBC)
Dale Chrystie is business fellow and blockchain strategist for FedEx. He also serves as Chairman of the BITA Standards Council, is a member of the Blockchain Research Institute in Toronto and is also an Executive Advisory Board member of the University of Arkansas Blockchain Center of Excellence. He was awarded the inaugural Enterprise Blockchain Award in Enterprise & Industry Leadership and is a global thought leader on the business and strategy aspects of blockchain, web3 and emerging technologies. His focus on ‘coopetition’ in the blockchain space continues to challenge conventional wisdom and typical corporate and regulatory culture, and his perspective in that space appears in academic and other publications. He is a proud graduate of the University of Arkansas.
Dr. Veneetia Smith Johnson is the Director of Technology and Innovation Engineering (TIE), driving innovation across Delta Air Lines Technical Operations. Veneetia brings over 20 years of human-centered leadership as an executive focused on innovation, strategy, and organizational change. She is currently serving on the Board of Directors for BITA, and is a Professor for Georgia State University Robinson College of Business. Veneetia holds a Doctorate in Business at Georgia State University, Bachelor of Business Administration from the University of Georgia, MBA, and multiple certifications. Her experiences and passions span various business domains: Aviation Engineering, Airport Customer Service, Cargo Systems, Warehouse Management, E-commerce, and H.R. Systems.
Gregory C. Brown II has 27 years of service and leads the team at UPS that aligns technology and R&D to the global needs of the business, while also working with the broader IT organization to formalize a unified technology strategy under the direction of the CDTO. This team assists in helping the organization build outcomes and capabilities along the First, Middle, and Last Mile of the Logistics Network.

He is the Vice President of Technology Strategy and R&D at UPS focused on researching and developing disparate emerging technologies that include: AI/ML concepts and models, Robotics/Automation, Autonomous Vehicles, IoT & Sensor Technology, Blockchain Technology and Smart Contracts, Network Digital/Facility Twins, Generative AI, Call Center Technology, Customer Facing Technologies, Advancing Software Concepts, Computer/Machine Vision, Sustainability Technologies, and Drones.
With 30 years of experience in the Transportation, Logistics, and IT industries, Bob is a proven leader driving improvement in IT innovation, web marketing, customer service, cash management, safety, claims management, acquisition integration, operations and outsourcing. Prior to joining Salesforce in 2019, Bob led product development for the Transportation & Logistics group at EXL Service. He also spent 11 years working at Yellow Freight in a variety of roles including VP of Safety & Workers Comp, VP of Quality, and director-level roles in the project management office, marketing, and IT. Bob currently serves on the Board of the BITA Standards Council (BITA).
Paul Rapino is the Chief Growth Officer at Global Blockchain Business Council (GBBC) and is on the Leadership team of the GBBC- Interwork Alliance (IWA)-Focused on Tokenization Standards and Industry Certification. Prior to this, Paul held leadership roles with two blockchain startups that focused on fractionalizing high-valued assets with tokenized payments and smart contracts, was a leader for TF Labs, and was the Director of Financial Services at Microsoft in New York and Seattle for 18 years.