

For the last visit of a weeklong trip, the University of Texas at Dallas Executive and Global Leadership MBA students spent an eye-opening afternoon with DSV, Global Transport and Logistics and their gracious staff to understand their business operations and corporate focus. DSV globally maintains more than 75,000 employees and operates in 80 countries. DSV in Norway is one of the largest sea freight and air freight providers, and the single largest airfreight provider in the country.

Stefan Boberg, the DSV General Manager – Tender and Key Account, greeted the students in Vestby, and treated them first to an hour-long tour of the intricate distribution center. Petter Rabo - Business Development Manager and Alexander Kaasa - Sales Director led student groups to the center and demonstrated how it provides high-quality cost-effective services to its clients by optimizing warehouse operations with cutting-edge automation and robotics. The center services primarily after-market parts for leading companies such as Tesla.

Many features of the distribution process impressed the group, including the cold storage for chocolate and other food products, the automated picking process, and after-hours drones that scan product barcodes to ensure correct product placement. The comprehensive and detail-oriented robotic picking process can allow products to be ready for shipment in a mere two hours after a client order.

Students then proceeded to the corporate office of DSV in Oslo and Mr. Boberg gave students the “red carpet” treatment that included an actual red carpet. Christoffer Røssevold - Head of Strategy surprised everyone with a bevy of traditional Norwegian snacks. Sophie Rong-Petersson and Therese Klemetsdal wore traditional Norwegian costumes.

With happy stomachs, Morten Sloth Madsen - Managing Director, DSV Air & Sea AS (Norway), discussed their customer-oriented approach, which allows them to stand out among their peers. By providing their red carpet, VIP service to each of their clients through transparency and proactive communication, DSV develops collaborative solutions. Aided by their automation and robotics they return a higher margin than the industry average. Mr. Sloth Madsen also shared his perspective in developing strong relationships with DSV’s clients, which can start with a cup of coffee, and has helped DSV Norway to grow their revenues to \$500 million.

As a final act of generosity, DSV surprised the students with chocolates and other snacks for their ride back to the hotel, providing the perfect ending to a fantastic week for the MBA students. The crisp operation and affable staff were not unexpected discoveries, but still impressive. At the conclusion of a busy and productive week, the afternoon with DSV employees allowed students to reflect on the alignment of the company’s culture, business operations, and corporate governance in pursuit of excellence.

From all of the UT Dallas Executive MBA and Global Leadership MBA students and alumni in Oslo,
THANK YOU DSV!