



Civil, Environmental, & Architectural Engineering

CEAE Distinguished Speaker Series

September 30, 2026 | 12:00-1:00pm | Kaven Hall, Room 116

SPEAKER – Michelle DeFronzo

PRESENTATION TITLE:

From Airline Reservations to Digital Freight Infrastructure
What 30+ Years in Logistics Taught Me About the Future of Supply Chains

PRESENTATION ABSTRACT:

Technology has transformed logistics, but one persistent challenge remains: coordinating execution across organizations, systems, assets, and people. Drawing on more than 30 years of experience spanning aviation, banking, EDI technology, 3PL operations, airline GSA/GSSA operations, trucking, and supply-chain execution, Michelle DeFronzo will examine why many of the industry's most consequential problems occur between systems and organizational boundaries.



Through real-world operating examples, she will explore the relationship between physical and digital infrastructure, the role of AI in improving operational decisions, and the need for a workforce that can translate between technology and real-world execution. Students will be challenged to identify the gaps where fragmented responsibility, incomplete handoffs, and unclear accountability create opportunities for engineering, innovation, research, and entrepreneurship.

SHORT BIO:

Michelle DeFronzo is the Founder and CEO of ImEx Cargo, a Massachusetts logistics, transportation, and technology company she founded in 2000, and the creator of Plug-In Freight Ops™. Her career spans more than 30 years across aviation, commercial banking, EDI technology, 3PL operations, airline GSA/GSSA operations, trucking, and supply-chain execution.

She is developing Plug-In Freight Ops™ as digital execution infrastructure designed to coordinate assets, movements, workflows, handoffs, exceptions, and accountability across fragmented cargo ecosystems. She also leads ImEx Cargo Academy and its workforce-development initiatives, connecting logistics operations, digital skills, employer needs, and technology adoption.