

# Rob Barron



**Rob Barron**, Executive Vice President of NFI Industries, oversees multiple facets of supply chain solutions. One of Barron’s primary responsibilities includes overseeing NFI’s Fleet Services department. Coined as NFI’s “Fuel Czar,” Barron spearheads all green initiatives to reduce overall fuel costs. He brings 20+ years of legal, HR, and labor relations experience in union and non-union sales, manufacturing, and distribution environments. In addition, Barron is responsible for the growth of NFI’s Canadian logistics division. He also manages the relationship with NFI’s minority-owned logistics partner, Premier Logistic Services. Barron is a graduate of Clark University, Villanova University Law School, and the HR Executive Program at the University of Michigan Business School.

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| <b>Title:</b>   | Executive Vice President |
| <b>Company:</b> | NFI Industries           |
| <b>Email:</b>   |                          |