

FSA Logistix Announces Two New Key Executive Assignments

Jeff Potter Joins FSA Logistix as the New SVP of The Client Support Center and Dean Fink is promoted to SVP of Operations

FORT LAUDERDALE, FLORIDA: FSA Logistix CEO Steve Anderson announced two key leadership changes at the final mile logistics company today. “The quality of our leadership in every division is crucial to our ongoing success as we continue rapid growth in all areas of the company. “To that end, I’m pleased to announce the addition of Jeff Potter as our new Senior Vice President of our Client Support Center in Weston, Florida and the promotion of Dean Fink to our Senior Vice President of Operations.”

Jeff Potter will be providing leadership for all administrative functions at the corporate office in Weston. This includes overseeing finance, accounting, administration, risk, compliance, and human resources.

Mr. Anderson said, “Jeff has a great opportunity to take our Client Support Center to the next level as his responsibilities will include finance, accounting, administration, risk, human resources and technology. This is the perfect time in the growth of our company to add Jeff’s talents to our leadership team.”

Prior to joining FSA Logistix Jeff served as Senior Director of Store Operations at Office Depot leading a cross functional team to maximize “The Store of the Future,” Office Depot’s new store concept. He served in other key roles during his tenure at Office Depot including Senior Director Retail of Sales and Services Strategy, and as one of the architects of new operational policies and procedures required during the Office Depot and OfficeMax merger. Prior to Office Depot, Jeff led OfficeMax’s “#1” strategic retail initiative. Jeff holds a B.S. in marketing from Stonehill College in Easton, MA.

“It’s a privilege to be part of such a fast growing company,” says Mr. Potter. “I look forward to bringing proven best practice strategies to my new role at FSA Logistix.”

“The promotion of Dean Fink to Senior Vice President of Operations at FSA Logistix is a natural progression,” says Steve Anderson. “Dean has been a proven leader in our operations since he first joined us in 2014.”

Dean joined FSA Logistix in March 2014 and in that same year became General Manager of the company’s Innovel business. In 2015 Dean was promoted to VP Operations. His new assignment as Senior Vice President of Operations expands his leadership responsibilities for the company over the company’s Innovel, General Electric, Best Buy and The Home Depot operations. Dean will provide leadership oversight to more than 40 FSA Logistix locations across the country.

Mr. Fink said, “Running geographically dispersed operations in several states can be challenging. But, the quality of our local operations teams makes my life easier and allows me to focus on strategy and taking care of our Clients.” Prior to joining FSA Logistix Dean spent 30 years in the LTL transportation industry working for both Roadway Express and YRC in local and regional roles managing businesses ranging from 10 to 110 truck operations. Dean holds a BS in Business Management from Clarion University.

ABOUT THE COMPANY: FSA Logistix is a final mile logistics company that has been serving America’s ‘big box’ retailers for over 25 years. The company also delivers premium appliances and provides complex installation services for national retailers as well as exclusive etailers that only sell through online channels. Currently FSA has operations in 68 metro markets across 30 states.

MEDIA INQUIRIES: Please contact Steve Anderson, President & CEO of FSA Logistix at 214-914-9905

PHOTO CUTLINE: Pictured, new FSA Logistix SVP’s Jeff Potter (left) and Dean Fink (right).

