



## BUSINESS

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# MY BIG BREAK: Launch of logistics firm emboldened life-sciences pro

Who: *Jennifer Marcum, chief executive officer at Sentry Logistic Solutions*

I have always been a results-driven person. Identifying an objective, working toward a well-defined goal and seeing it all come together seamlessly — that's what motivates me.

One of the fruits of my labor is Sentry Logistic Solutions, a pharmaceutical storage, logistics and distribution firm that I founded. The formation of the company is a direct byproduct of my 15-year career with global business leaders, my ability to focus sound project management principles to achieve results, a passion for highly technical and complex challenges, and an educational background in the life sciences.

So what led to my big break? The pivotal point occurred in 2004. I left the comfortable confines of an established company to stretch myself professionally and make a larger impact on the life-sciences industry.

I had a vision for filling a glaring market gap for pharmaceutical storage and logistics services. That's when my entrepreneurial spirit combined with my process-oriented nature took over. I converted a raw concept into a detailed business plan. The unyielding support from extraordinary mentors and a dedicated professional network helped me secure \$8 million in funding, hire a talented executive team and establish an impressive advisory board to make the Sentry concept a reality. Within eight months of business plan approval, we

built a sophisticated \$6 million cold storage and logistics facility near the Indianapolis airport, launched the company and signed our first clients.

Creating and leading Sentry over the last two years has been both overwhelming and exhilarating. It has been an incredible journey. I couldn't have accomplished this enormous feat in such a short time period without leveraging my degree in the life sciences, my advanced certification in project management, my extensive pharmaceutical industry experience and the invaluable efforts from my committed and knowledgeable team. Sentry is the true test of everything I am and everything I have accomplished.

Fortunately, Sentry's road to success did not end when the company launched in 2006. Today, the company is a well-respected business with long-term viability in the highly competitive biopharmaceutical market. Since its inception, we've rolled out new services, signed new clients, built an extensive pipeline of prospects, obtained Foreign Trade Zone designation and earned multiple industry certifications and accreditations.

My experience with Sentry has taught me that everything is interconnected and part of a well-designed plan. When I take a step back and see a thriving global business that I built from the ground up with my skilled and valued team — I know there is nothing I can't accomplish.



### JENNIFER MARCUM

- **Age:** 36.
- **Title:** Chief executive officer at Sentry Logistic Solutions.
- **Duties:** Oversees strategic business and financial objectives, client services and quality control.
- **About the company:** Sentry Logistic Solutions provides cold storage and third-party logistics services exclusively for global pharmaceutical and biotechnology companies.
- **Experience:** She previously worked for Baxter Pharmaceutical Solutions, Drypers Corp. (now Associated Hygienic Products) and Chemdal Corp. (now BASF).
- **Education:** Bachelor's degree in biology from the University of St. Francis and a project management professional certification.
- **Other:** She is a member of Ivy Tech Community College's Logistics Management Advisory Council.