Diego Pantoja-Navajas
VP of WMS Cloud Development, Oracle

At only 42 years old, Diego Pantoja-Navajas has proven himself to be a visionary in the world of cloud computing, supply chain, and logistics.

After graduating from The Georgia Institute of Technology and working as a consultant at a large supply chain services firm, Pantoja-Navajas recognized that the future of the fulfillment and logistics industry was in cloud computing.

When he realized the organization, he was with was too slow-moving to make the change, Pantoja-Navajas decided to set out on his own path and he founded his own professional services technology company – LogFire. In doing so, he set out on a path that would disrupt a firmly entrenched business model and upend an industry.

He was 28.

In the 14 years since, the startup he founded transformed the mechanisms by which the supply chain industry met business needs. With LogFire installed, old technologies like on-premises servers and paper spreadsheets were no longer needed. LogFire’s cloud-based warehouse management solutions (WMS) rendered the entire supply chain visible to retailers and warehouses. With supply chain processes automated, warehouse and retail professionals had complete visibility into inventories, were able to scale as needed to respond to the market, and could capture and leverage big data to make their warehouses and supply chains “smarter.”

By understanding the value of cloud technology and understanding exactly how it could be leveraged, Pantoja-Navajas and his team built a solution that proved him to be visionary in the field.

The results were astounding. What began in his living room with a contract from a single customer grew into a thriving, globally minded company of more than 150 employees worldwide.

Eventually the software giant, Oracle, recognized the value of LogFire technology and selected LogFire as a preferred partner. In 2016 Oracle acquired LogFire for an undisclosed sum. They worked quickly to seamlessly integrate their purchase with their other supply chain solutions which resulted in the world’s only end-to-end, enterprise grade, cloud-based, supply chain solution.

He is tireless in his approach to work and inspires his team with dedication and vision. He is that rare executive and leader -- genuine and fair in his approach -- who keeps his employees engaged and invested in seeing the company grow.

And all of it began with a small business founded by a young man in 2007. Customers, colleagues, investors and partners all recognize Pantoja-Navajas’ leadership in the field. They listen to him and trust him for his technical vision, his business acumen, and his ability to inspire his team and the greater logistics ecosystem.