

NEWS FROM O'NEAL STEEL

Logistics Manager
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O'Neal Names Burleson Logistics Manager

BIRMINGHAM, AL — O'Neal Steel, Inc. has promoted Jeff Burleson to the position of Corporate Logistics Manager.

Burleson began his career at O'Neal's Birmingham District in 1980 as a warehouseman. He worked his way up to Production Supervisor before transferring to the Houston District as Production Manager in 1995. In 1998, he joined O'Neal's corporate office as part of the team responsible for implementing a company-wide conversion to a new computer system, and later served as Production Manager of O'Neal's Coil Processing Facility near Birmingham.

In 2010, building upon his knowledge of the company's operations, as well as his system skills, Burleson was named Project Manager for O'Neal's 3rd party logistics team, following the strategic decision to transition delivery services from a private fleet to a 3rd party provider. In his new role as Corporate Logistics Manager, he will be responsible for managing the provider's contract and maximizing the effectiveness of the delivery system for O'Neal's customers.

O'Neal Steel, Inc., founded in 1921, is the nation's largest family-owned metals service center with sales of approximately \$1.9 billion in 2010. The company's Industrial Metals Group (IMG) and High-Performance Metals Group (HPMG) consist of eight leading brands working cooperatively to provide added value to customers in diverse markets throughout the world. O'Neal is headquartered in Birmingham, Alabama and has more than 80 locations in North America, Europe, and Asia.