SEPTEMBER 13, 2015
6:00pm-7:00pm

Welcome Drinks Reception

SEPTEMBER 14, 2015

7:15-8:15
Registration and Breakfast

8:15-8:30
Chair’s Welcome Address

Jack Fish
Chief Operating Officer
Husqvarna Group

8:30-9:05
Opening Keynote: Making Supply Chain Decisions in a Volatile, Ever-Changing World

- What qualifies as a World-Class Supply Chain? Why is it so difficult to maintain?
- Discussing how the challenges facing a global operation’s supply chain has changed over time. How will these trends continue into the next ten years?
- Highlighting the role of teamwork in keeping a company productive in the face of adversity
- Looking forward: How does one strike a balance between versatility and efficiency?

Mike O’Brien
Vice President Planning and Commercialization
Starbucks Coffee Company

9:05-9:40
Demand Supply Planning – The GM Journey

- Supply Chain By the Numbers – WOW
- Evolution of Demand Supply by refocusing on the plan and building bridges
- 3 Point Approach using People, Process, and Technology
- Cross functional Approach to problem solving the GM way

James Bovenzi
Executive Director, North American GPSC & Demand/Supply
General Motors
### CASE STUDY STREAM 1

**SUPPLY CHAIN STRATEGIES**

**Got Water? Transforming Supply Chain Culture and Understanding the Impact of Water Scarcity**

- Ways to secure management and workforce buy-in to deliver results and drive lasting change
- How to overcome institutional inertia, using soft skills and leadership tools to support your workforce during transition periods
- Using technology and data to understand risks and make the business case for more sustainable investments
- Insights and guidance to shape water strategies that are economically beneficial, environmentally sustainable and socially equitable.

**Alex Blanco**
EVP & Chief Supply Chain Officer
Ecolab

### CASE STUDY STREAM 2

**PERFORMANCE MANAGEMENT**

**Managing Supply Chain Complexity to Deliver Customer Value**

- Importance of having both competition & collaboration in the supply chain
- Comparing and contrasting some real world business cases, actions taken, and the results delivered to the business such as technology innovation, new industry capabilities, optimized industry standards, etc.
- How competition & collaboration can generate value for the customer in markets with volatile demand
- Review historical performance, actual business cases and how customers have responded to changes in Intel’s business strategies

**Carolin Seward**
VP Technology & Manufacturing Group, Global Supply Management
Intel Corporation

### CASE STUDY STREAM 3

**INNOVATIONS**

**Supply Chain Transformation – A Case Study**

- Keys to sustainable transformation using people, processes, and tools
- Understand the ABCs of supply transformation with Integrated Business Planning (IBP)
- Defining key success factors through change management, measurements, and communications
- Continuously improve through reassessment and forecasting

**Micheal Effron**
Principal
Oliver Wight

**Debbie Keehn**
Global Supply Chain Director
Celanese

## 10:20-11:35

### Pre Arranged One-to-One Meetings

## 11:40-12:15

### WORKSHOP

**SUPPLY CHAIN STRATEGIES**

**Big Data Analytics for Product Performance Intelligence in the Supply Chain**

- Connecting the dots to understand what your customer wants from you
- Using customer-defined customer service to meet and exceed expectations
- Breaking down functional silos and increasing employee engagement to make everyone a contributor to continual improvement of the value chain
- Scaling up supply chain performance even in the face of shorter lead times and rising demand

**Siemens**

### WORKSHOP

**PERFORMANCE MANAGEMENT**

**Turning Big Data into an Intelligent Solution for Demand Forecasting using Machine Learning**

- Improving forecast accuracy and capturing unrealized revenue
- Augmenting manual task with Machine Learning
- Leverage your data to create intelligent applications leading to higher customer satisfaction
- Creating predictive analysis to detect supply chain risk

**Nexosis**

### WORKSHOP

**INNOVATIONS**

**The Good, the Bad, and the Ugly of Optimizing Your Organization’s Global Operating Footprint**

- Debating the extent to which ongoing economic uncertainty and new opportunities in emerging markets are changing the way companies grow
- Comparing the decision-making process of SMEs versus major international companies regarding global operations
- Deciding the best region to invest in based on a wide range of factors
- Creating high-level partnerships with local government, industry associations, suppliers, and consumers

**Steelwedge**
Bill Boswell  
Sr. Dir., Marketing & Business Strategy, Cloud Services  
Siemens PLM Software

- Nurturing young operations while supporting and adjusting long-running projects to fit into a changing global operation

Lisa Aleman  
Sr. Director - Embedded Products Global Operations  
Radisys Corporation

12:20-12:55

CASE STUDY STREAM 1  
SUPPLY CHAIN STRATEGIES

Looking to the Future in a ‘Glocal’ Environment: Building a Globally Connected Local Supply Chain

- Creating a flexible, scalable global supply chain with customer service at the core
- Delivering the value and variety of the world market to consumers on a local scale
- Maintaining oversight and visibility in an ever-expanding organization to ensure quality, safety and social responsibility
- Managing the complexity of transnational supply chains – Developing talent and aligning your workforce with people, partners, projects and profit
- Where global and local meet – How e-commerce will continue to change the game in SCM

CASE STUDY STREAM 2  
PERFORMANCE MANAGEMENT

Demand-Driven Performance for Inventory and Operations Management

- Seeking the causes of inaccurate forecasting
- Benchmarking your organization’s forecasting accuracy
- Against business partners up and down the value chain
- Understanding the forces at play upon delivery time tables
- Bringing Transparency to Opaque Supply Chains
- Offering real-world tools and techniques for:
  - Mapping supply chains
  - Identifying risks
  - Reducing costs
- Assessing supply chain health
- Mitigating these considerations to drive inventory and operations efficiency

CASE STUDY STREAM 3  
DISTRIBUTION & LOGISTICS

Cargill’s Experience Integrated Business Planning to Drive Supply Chain Performance

- Discussing some of the challenges involved in creating and maintaining a corporate culture of communication and collaboration between silos and departments
- How do you get a network of supply chain experts to share their data and coordinate their decision-making?
- Showcasing examples where Cargill has improved end-to-end visibility, forecasting accuracy, and overall supply chain performance through an integrated approach to business planning

Timothy Carroll  
VP, Integrated Business Planning & Execution PCG & EBG Global Operations  
Lenovo

Ignacio Arranz  
Director of Product Supply North America, Selling & Market Operations  
Procter & Gamble

Sheila Ward  
VP, Salt Supply Chain  
Cargill

Greg Mueller  
Supply Chain Leader, Metals  
Cargill

12:55-1:55 THEMED LUNCHES

Themed lunches are roundtable discussions amongst industry leaders where you will have the opportunity to discuss the most pressing issues. Each roundtable will be lead by an expert in the field. Limited seating available. Select from:

<table>
<thead>
<tr>
<th>Leadership Profiles In Talent Development</th>
<th>Developing Supply Chain General Managers – E2E Thinking</th>
<th>Driving Value Through Supplier Integration &amp; Collaboration</th>
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</thead>
<tbody>
<tr>
<td>Jeffrey McInerney, Vice President, Supply Management Americas, Rolls-Royce North America</td>
<td>Mark Hersh, Director, Supply Chain Strategy, The Clorox Company</td>
<td>Anna McGovern, Director, Category Procurement, Personal Care, Unilever</td>
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<th>Procurement E2E Transformation - “Source to Pay”</th>
<th>Creating Supply Chain Customer Intimacy Through Integration</th>
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</table>
Debbie Mage
VP Global Supply Chain Initiatives
Kellogg's

Jon Auge
Director of Supply Chain
3M

1:55-2:30

CASE STUDY STREAM 1

SUPPLY CHAIN STRATEGIES

Responding to customer requirements in an environment of intense competition and scrutiny.

Marrying strategic sourcing best practices with intelligent analytics to execute a winning supply chain strategy.

Using technology to leverage intellectual and economic capital, engage in co-development with suppliers, improve supply chain visibility and solve issues before they become problems.

Attendees will come away understanding how data visualization, predictive analytics and Big Data can turn complexity into a competitive advantage.

Specific examples for each to be presented.

David Wilkins
VP, Contracts & Supply Chain
Raytheon Company

1:55-2:30

CASE STUDY STREAM 2

PERFORMANCE MANAGEMENT

Drive improvement in service level in three different types of industries: Consumer Packaged Goods, Fashion and Pharmaceuticals

Regardless of the industry, the notion of customer satisfaction and centrality is a key enabler to business success.

Using use the Iron Triangle model, centered around Customer Service with three main constraints of revenue and margin, total landed cost and cash flow management.

Each industry offers specific constraints and opportunities for companies to establish a high degree of customer collaboration.

Philippe Lambotte
SVP, Global Logistics & Planning
Mattel, Inc.

1:55-2:30

CASE STUDY STREAM 3

DISTRIBUTION & LOGISTICS

Case Study: How a Fortune 500 Saw Beyond the Data to Find the Savings They Were Looking For

How to change your supply chain and logistics function from a “Tactical Necessity” to a “Strategic Asset”

Create a system of complementary processes and tools designed to facilitate effective & efficient sourcing

Replace the traditional freight RFP process with collaborative carrier strategies to create a true win-win scenario

Steve Horler
Chief of Procurement
Evergreen Packaging Company

2:35-3:10

WORKSHOP

SUPPLY CHAIN STRATEGIES

Making the Most of Big Data with Cognitive Computing

Leveraging artificial intelligence to transform operations and supply chains

Identify precise sensory profiles of consumers to better create, market and recommend new products to consumers

Analyze extraordinary volumes of data to reduce waste, enhance

From Just-In-Time to Just Online: The Future of Online Freight Booking

A decade behind: The dismal state of online international freight booking

Automated freight routing and pricing: the engine of the agile supply chain

Annual tenders vs spot quotes: introducing balance and speed to the supply chain

Cross E-commerce: Shattering the 70lb ceiling

Roadmap for forwarders and shippers going online

Enterra

Collaborative Logistics: Coordinating with your Business Partners to Exceed Customer Expectation

Developing open end-to-end supply chain collaboration with vendors and customers

Increasing visibility so that assets can be tracked in real-time and located instantaneously

Fulfilling your client’s standard operating procedures and requirements while identifying opportunities to improve and optimize performance

Steve Horler
Chief of Procurement
Evergreen Packaging Company
promotions, and ultimately delivering products more efficiently to manufacturers, retailers, and consumers

Stephen DeAngelis
President & CEO
Enterra Solutions

Zvi Schreiber
CEO
Freightos

George Kontoravdis
Founder & President
Fortigo

3:15-4:25

Pre Arranged One-to-One Meetings

4:30-5:05

Supply Chain Talent – Who are the Supply Chain Executives of the Future?

- Understanding the evolving nature of supply chain management as a profession
- Examining how companies are reorganizing to leverage maturing supply chain management disciplines
- Discussing what today’s senior supply chain executives need to understand about the next generation making their way through school and into entry level positions
- Comparing and contrasting different approaches to the attraction, development, and retention of supply chain professionals

Trish Young
VP North American Supply Chain
Nike

5:05-5:40

Panel: From Collaborative Planning to Clear Communication to Competitive Advantage: Benefits of Leveraging One View of Demand Across the Supply Chain

- Creating an integrated supply chain that encourages internal and external cross-functional integration with distribution centers and suppliers
- Making fact-based decisions based on forecasted plans and real-time data
- Integrating inventory, order, and shipment visibility from end to end with POS data and marketing plans to create and sustain a competitive advantage
- Illustrating where an organization successfully synchronized its supply chain network
- How can their experience translate to your operations?

Debra Shankle
VP, Conversion-Sparkling West
The Coca-Cola Company

Barbara Mooney
SVP Supply Chain
Luvo, Inc.

Jason Tham
CEO
Nulogy

Pervinder Johar
CEO
Steelwedge

5:40-5:45
Chair’s Closing Remarks

5:45

Drinks Reception

Sponsored by: elementum
7:30-7:45
Registration & Breakfast

7:45-8:20
Sensor-Based-Logistics (SBL) and SenseAware

- Sensor-Based-Logistics (SBL), key trends, and challenges
- Overview of SenseAware, an innovative service offering from FedEx in SBL market space
- SenseAware Solution – Web-based Platform and multi-sensory devices to monitor location, light detection, and environmental (temperature, humidity, barometric pressure), shock/tilt in near-real time
- SenseAware use cases and benefits to organizations across multiple industry segments

Chris Swearingen
Marketing Manager - Vertical Market Development - SenseAware
FedEx Services

8:20-8:35
Chair’s Welcome Address

Jack Fish
Chief Operating Officer
Husqvarna Group

8:35-9:10
Opening Keynote: Creating a Cultural and Performance Transformation across your Supply Chain

Bob Gorski
EVP, Integrated Supply Chain
Kraft Foods

9:10-9:45
An Executive Operating Theater for Global Supply Chain Footprint
Maximizing capital allocation across the global footprint
Improving demand and capacity planning
Managing global complexity and improved response time
Applying executive collaboration tools for improved insight
Connecting disparate data to drive new business value

Mark Hanback
Director of the Caterpillar Production System (CPS)
Caterpillar

9:50-10:25
9:50-10:25
9:50-10:25

CASE STUDY STREAM 1
CASE STUDY STREAM 2
CASE STUDY STREAM 3

SUPPLY CHAIN STRATEGIES
PERFORMANCE MANAGEMENT
INNOVATIONS

The Path to a Smarter Supply Chain
The Role Collaboration Plays in Making a Market
Internet of Things: Connected Manufacturing

IBM
Microsoft
Cisco

Mike Ray
VP, Business Architect & Transformation, Integrated Supply Chain
IBM

David Warrick
General Manager, Global Supply Chain
Microsoft

Mike Killian
Manufacturing Business Transformation (Btx) Practice Manager U.S., Canada, and LATAM Markets
Cisco Systems

10:25-11:15
Pre Arranged One-to-One Meetings

11:20-11:55
11:20-11:55
11:20-11:55

WORKSHOP
WORKSHOP
WORKSHOP

SUPPLY CHAIN STRATEGIES
PERFORMANCE MANAGEMENT
INNOVATIONS

Developing Strategic Supply Chain Leaders
Using Visual Supply Chain Management Tools to Improve Productivity and Make Your Data Actionable
Supply Chain Optimization Through Flexible Storage Capacity

CORP/U RMG NETWORKS FLEXE

- Develop an end-to-end supply chain leadership mindset by breaking down silos to increase alignment and collaboration across your organization
- Integrating Your Supply Chain Data from Your Disparate Systems into an Aggregated, Synthesized View
- Bringing Stakeholders Together with a Real Time “Whole Chain” View versus a Static “Siloed” View
- Tapping into a new model for “on-demand” warehouse capacity
- Optimizing warehouse utilization for seasonal inventory swings, new market or product launches, reverse logistics, and unanticipated growth spurts
• Internalize and enable best practices in contemporary supply chain management by assessing your management practices and identifying opportunities for value creation and risk mitigation
• Build upon your organization’s supply chain expertise and move to the next level of making integrated supply chain excellence a strategic asset for your business
• Demonstrate these Tools in Action with Real World Case Studies and Associated ROI

**Kerwin Everson**  
Vice President – Supply Chain Solutions  
RMG Networks

• Layering flexibility into your supply chains, to better respond to new opportunities and challenges
• Scaling up supply chain performance even in the face of shorter lead times and changing market demands

**Karl Siebrecht**  
President & CEO  
Flexe, Inc

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**Alan Todd**  
CEO  
CorpU

**Steve Tracey**  
Executive Director, Center for Supply Chain Research  
Penn State University

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**Seeking Innovation Through Your Suppliers and Becoming Innovation Partners**

**AIRBUS**

- Business situation and stakeholder expectations
- Procurement transformation
- Maximizing innovation collaboration with the supply base

**David Williams**  
VP Procurement  
Airbus

**Procurement Value Creation Evolution**

**ESTÉE LAUDER COMPANIES**

- How do we maximize Procurement value creation impact for the entire enterprise?
- Do we have the right procurement skills for the future?
- Importance of business leadership engagement to maximize value creation.

**Roberto Magana**  
SVP & Chief Procurement Officer  
The Estée Lauder Companies

**Improving Supply Chain Performance Through Segmentation**

**BASF**

- Provide a short intro to BASF and industry drivers to highlight our need and benefits for segmentation
- Insight into BASF Supply Chain structures, and our definitions and approach to segmentation
- Example of what BASF has been able to do for one of their Business Units and Customers
- Looking at what was learned and some of the next challenges for driving further benefits

**Steve Stair**  
VP, Supply Chain Services North America  
BASF Corporation

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**12:35-1:35**

**Lunch and Learn Roundtables**

Themed lunches are roundtable discussions amongst industry leaders where you will have the opportunity to discuss the most pressing issues. Each roundtable will be led by an expert in the field. Limited seating available.

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<th><strong>Gain Real Time Visibility For Collaboration and Communication</strong></th>
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<td><strong>codeshelf</strong></td>
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**Managing Complexity and Variability in the Global Supply Chain**

**Create Explosive Growth by Arming Your Staff to Support 10x the Number of Accounts With Automation**

**Making the case for Digital Business**
### CASE STUDY STREAM 1
**Improving Supply Chain Operations Through Effective Inventory Planning and Optimization**

- Discussing the journey to get to optimal inventory levels in diverse and complex supply chains
- Managing complexity across all levels of the supply chain
- Driving supply chain improvement across a decentralized, global organization

**Peter Ten Hagen**
Chief Supply Chain Officer
PPG Industries

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### CASE STUDY STREAM 2
**Supply Chain Agility: The Tradeoff Between Flexibility & Uncertainty**

- Avoid the common pitfalls – measures taken to increase agility often lead to increases in complexity, which works against agility
- To be reliable in an uncertain and changing environment, firms must be able to quickly respond to changes
- Assessing the opportunities and challenges of establishing complex logistics infrastructures in emerging, volatile and even dangerous markets
- Planning ahead – Preparing for unexpected costs understanding regulation, finding local talent and making first contact to establish relationships with foreign suppliers

**Gerson Montenegro**
Global VP Business Strategy & Execution
Johnson & Johnson

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### CASE STUDY STREAM 3
**Ensuring Quality and Security in the Supply Chain**

- The importance of a sound Quality and Risk Management System
- Establishing Supply Chain cyber security
- Supplier sourcing and mission assurance
- Successful utilization of small business in the Supply Chain

**Cynthia Hyland**
VP, Global Supply Chain, Northrop Grumman Information Systems
Northrop Grumman Corporation

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### 2:15-2:50
**The Role of the Supply Chain in Value Creation for Consumers and Customers**

- The supply chain is vital to delivering against the brand promise with consumers
- Consistency matters to both consumers and customers
- Strategic Planning needs to encompass continuous improvement as well as transformational opportunities
- There is a premium on supply chain agility in a rapidly changing customer environment

**Sean Maroney**
Vice President – Field Operations
Coca-Cola Refreshments

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### 2:50-3:25
**Port Congestion – What Happened & What’s Being Done About It?**

- Review of the factors leading up to the epic west-coast port delays in the winter of 2014-2015
- Progress made in addressing these factors
• Dealing with complex relationships with ocean carrier alliances
• Outlook for the future, both short and long term

Michael Christensen
Sr. Executive Lead, Supply Chain Optimization
Port of Long Beach

3:30-3:35

Chair’s closing address