



Simon Ellis
Supply Chain VP
IDC

As a program vice president, Simon Ellis is responsible for providing research, analysis and guidance on key business and IT issues for manufacturers. He currently leads the Supply Chain Strategies practices at IDC Manufacturing Insights, one of IDC's industry research companies that addresses the current market gap by providing fact based research and analysis on best practices and the use of information technology to assist clients in improving their capabilities in critical process areas. Within the Supply Chain practice, Mr. Ellis is directly responsible for the research in the Supply Chain Planning Strategies practice while also managing the Supply Chain Execution Strategies practice. These supply chain practices specialize in advising clients on supply chain network design, S&OP, global sourcing (Profitable Proximity and Low-Cost Sourcing), transportation, logistics, and more. He also supports IDC Retail Insights IT Strategies practices.

