



**Mark Moon, Head, Department of Marketing; Director, Smith Global Leadership Scholars, Haslam College of Business, University of Tennessee**

Since 1996, I have worked with 42 companies on projects to re-engineer their demand forecasting and S&OP processes.

I have also delivered custom executive education programs on the topics of forecasting, demand planning, S&OP, and marketing strategy for a variety of large companies across a range of industries.

Specialties: I specialize in the role that Sales and Marketing plays in forecasting and S&OP processes.