

Tuesday, June 4
3:15 p.m.–4:30 p.m.

Session title:
Turning your Supply Chain into a Competitive Advantage

Presenters:

Tom Goldsby, PhD, Professor and Chair, The Ohio State University
Anna Barej, Senior Director Global Strategic Sourcing, McDonald's
Jill Barron, VP Supply Chain Strategy, Neiman Marcus
Chad Ducote, VP Supply Chain, Wal-Mart
Anna Lucia Alonzo, VP Planning & Commercialization, Starbucks

Session description:

A well-designed supply chain is a powerful weapon, especially in fast-moving markets. It can reduce cost, increase revenue and delight customers. However, taking the bold steps to overhaul a company's mission-critical supply chain operations is not easy. This session features case studies of world-class, segment-leading companies that do just that: leverage their supply chain networks and operations for competitive advantage. A panel discussion will follow, including a broader conversation about how firms design and deliver superior customer experience and company performance.

In this session, you will gain the secrets of...

- How companies and their supply chains compete with and against one another, as well as the factors that separate leading companies from their peers. An essential part of the latter is learning how best to blend people, processes and technology to achieve your desired results.