



Douglas M. Lambert

Raymond E. Mason Chair in Transportation and Logistics;
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AREAS OF EXPERTISE

Supply chain management
Building high performance business relationships
Measuring the profitability of customers and products
Supply Chain Metrics
Logistics management

EDUCATION

PhD, the Ohio State University
MBA, University of Western Ontario
BA, University of Western Ontario

Biography

Professor Lambert's research interests include supply chain management, the role of partnerships in achieving a competitive advantage, and measuring and selling the value of logistics. Dr. Lambert is editor of *Supply Chain Management: Processes, Partnerships, Performance*, and co-author of, *Building High-Performance Business Relationships*, *Fundamentals of Logistics Management*, *Strategic Logistics Management* and *Management in Marketing Channels*.

He has published more than 100 articles in numerous management and logistics journals, including *Harvard Business Review*, *Journal of Business Logistics*, *Journal of Retailing* and the *Transportation Journal*, and was the co-founder and co-editor of the *International Journal of Logistics Management* 1989 - 2007.

Dr. Lambert has made more than 100 presentations to professional organizations and has served as a faculty member for more than 500 executive development programs in North and South America, Europe, Asia, Australia and New Zealand, for both academic institutions and major international business organizations. He speaks on such topics as supply chain management, assessing the profitability of business segments, integrating customer service and marketing strategy, inventory management, implementing cost tradeoffs in logistics, logistics management, measuring and selling the value of logistics.

Abstract

“Building High Performance Business Relationships”

In an environment characterized by scarce resources, increased competition, higher customer expectations, and faster rates of change, executives are beginning to realize that a key to achieving a sustainable competitive advantage is the development of collaborative relationships with key customers and suppliers. These relationships, which are often referred to as “Partnerships” provide a way to leverage the unique skills and expertise of each firm and may also “lock out” competitors. Partnerships, however, are costly in terms of the time and effort required. A firm cannot and should not partner with every supplier or customer. It is important to ensure that scarce resources are dedicated only to those relationships which will truly benefit from a partnership. Management must allocate resources to relationships where the potential for the joint creation of value justifies the investment that is being made. Yet, executives in many organizations become involved in relationships that do not meet their expectations and/or which end in failure.

How can management determine, in advance, if a relationship is one which will result in competitive advantage, and is worthy of the time and resources needed to fully develop into a partnership? Further, all partnerships are not the same. How does management know what type of partnership would provide the best pay-off? These questions may be answered by using the Partnership Model presented in this session. The Partnership Model provides a structured and repeatable process to effectively and efficiently build and maintain *tailored* business relationships that may become an asset for executives looking for competitive advantage. In addition, you will shown how to use The Collaboration Framework, a tool that can be used by customer and supplier teams to determine priorities for each relationship and develop an action plan for achieving the goals jointly established for the relationship.

A link to his most recent book is: http://www.amazon.com/Building-High-Performance-Business-Relationships/dp/0975994948/ref=sr_1_1?ie=UTF8&s=books&qid=1262114831&sr=8-1