

SCF TRACK: SESSION 5

Monday, September 27, 1:30 pm- 3:00 pm
Amphitheater Four

Chair: Amy Thorn

Session Title: Returning the Profit to Returns Processes

Session Type: Case Presentation

Education Level: Intermediate

Session Description:

Most of us recognize that gaining efficiency in the reverse supply chain can enhance and extend the customer's relationship with the brand, but many overlook the trapped value waiting to be uncovered by:

- Balancing service costs with customer expectations
- Optimizing the reverse product flow and disposition
- Driving greater recovery from product returns

Session Learner Objective:

- Learn how some of the world's leading consumer brands and retailers have reduced costs and increased profitability through reverse supply chain processes.

Speaker Name:

- Dan Gardner, VP Business Development, **ATCLE**
- Tim Konrad, SVP, **Genco**
- Susan Cessar, Vice President, **Genco**
- Lorcan Sheehan, SVP Marketing & Strategy, **ModusLink Global Solutions**

Keywords:

- Reverse Logistics & Business Issues