

TRACK 18: THE CHANGING WORLD OF SUPPLY CHAIN RISK

Tuesday, September 28, 1:30 pm to 3:00 pm

Amphitheater Two

Chair: Andrew Stanjar

Title: Quantifying Risk: The Role of Scenario Planning & Tradeoff Analysis

Session Objectives:

- Hear how supply chain professionals are factoring risk into their strategic decision-making process
- Learn how leading companies are using modeling technology to enable risk mitigation and contingency planning
- Gather real-life tales of how risk mitigation techniques have been critical to creating competitive advantage in the marketplace

Education Level: Intermediate

Abstract:

Risks lurk in your supply chain network and are as diverse as political instability, exchange rates, carrier capacity, commodity pricing, supplier performance, shelf life, and customer demand. Fortunately, your supply chain risks can be monitored and mitigated. Join us as our industry voices share their experience in thinking strategically about risk management. Learn how leading supply chain managers align critical stakeholders to broaden cooperation while using scenario planning and supplier performance management technology to balance trade-offs and minimize risk.

Speakers:

- Paul Martyn, Vice President, **BravoSolution**
- Steve Gardner, Vice President- Purchasing, **Sperian**
- Jacob House, Vice President- Strategy & Business Development, **ModusLink Corporation**
- Toby Brzoznowski, Executive Vice President, **LLamasoft, Inc.**

Key words:

Risk Management