

## TRACK 8: LEADERSHIP

***Tuesday, September 28, 3:30 pm to 5:00 pm***

**Amphitheater Two**

**Chair:** Joe Andraski

**Title:** Supply Chain Leadership: Driving Profitable Growth

**Session Objectives:**

- Gain insight into how today's SC executive has become part of the "profitable growth story"
- Learn what skills, perspectives & relationships can accelerate your ability to move beyond the "cost line"

**Education Level:** Advanced

**Abstract:**

This interactive session will provide the attendees with deep insights into how today's SC leader can become an instrumental player in their company's growth story. In this session, top-level supply chain executives will discuss how their teams have integrated their supply chain activities into the "sell-side" of their businesses. These "customer-centric" leaders have played key roles in driving multiple dimensions of their firm's marketing strategies including customer targeting, customer relationship management, product innovation, and much more. Attendees will hear the panelists discuss real world examples of customer impact and learn what skills, perspectives, and relationships are required to "earn a seat at the table."

**Speakers:**

- Tim Stratman, President, **Stratman Partners Executive Coaching**
- Kevin Smith, President & CEO, **Sustainable Supply Chain Consulting**
- Lawrence Baldauf, Senior Vice President, Supply Chain, **Giant Eagle**
- Deverl Maserang, Vice President, NA Product Supply & Logistics, **Chiquita Brands**

**Key words:**

Business Issues