Aligning Supply Chain Organizations

From Penn State Executive Programs in partnership with the Center for Supply Chain Research
Cosponsored by the Council of Supply Chain Management Professionals

PENNSTATE Executive Programs

CSCMP Council of Supply Chain Management Professionals
The World's Leading Source for the Supply Chain Profession.™

November 5-6, 2014 and May 5-6, 2015

Program Objectives

This program covers improvement opportunities for internal process alignment as well as externally through key strategies between trading partners. Topics include: concepts and challenges of supply chain alignment; evolution of collaboration and its contributions to supply chain excellence; collaborative planning, forecasting, and replenishment (CPFR); successful sales and operations planning (S&OP); integrated business planning (IBP) and integrated business management (IBM); industry case study on strategic partnerships; trading partner collaboration and the state of logistics outsourcing; executive perspectives from a major consumer products company.

Who Should Attend

This program is designed for individuals responsible for coordinating efforts to align supply chain and organizational strategies, supply and demand, and supply chain and trading partners across multiple firms. It would also benefit those who manage key external resources that are essentials to the success of any supply chain (e.g., transportation, warehousing, 3PL/4PL, information technology, etc.). This program is particularly useful for providers of logistics services who may choose to attend along with customers with whom they aspire to have better organizational alignment. **This is a required course for those pursuing a Certificate in Supply Chain Leadership or Operations.**

Program Benefits

Aligning Supply Chain Organizations will improve your ability to:

- Leverage supply chain relationships and use the power of collaboration to increase profits, reduce costs, and improve visibility
- Execute better supply chain performance through information sharing and the meaningful use of shared information
- Smooth fluctuations in demand and synchronize supply with demand signals
- Enhance customer service, reduce stock outs, and improve product line ROIs
- Implement proven collaborative methodologies like CPFR, S&OP and IBP/IBM within your organization
- Develop productive trading partner relationships and strategies
- Access, analyze, and understand disparate data sources and emerging trends in product management
- Understand how to successfully implement supply chain strategies relating to collaboration, alignment, and synchronization

Program Content

Delivery is balanced between in-depth discussion and action-learning exercises to drive home concepts and facilitate immediate application upon return to the organization. Topics include:

Alignment and Synchronization with Supply Chain Partners

- Managing supply chains in the 21st Century
- Building and maintaining trust in a business partnership
- Leveraging people, processes, and technology for supply chain success
- Change management mandates for an organization
- Collaborative Planning, Forecasting, and Replenishment (CPFR)

Register for this Program

Reserve your place by phone or e-mail, and then complete your registration online at *www.smeal.psu.edu/psep.* Registrations are requested a minimum of six weeks prior to the start of the program.

Phone: 1-800-311-6364

E-mail: psep@psu.edu

Internal Collaboration

- Sales and Operations Planning (S&OP) and implemenation priorities
- Integrated Business Planning (IBP) and Integrated Business Management (IBM)
- Concept of Consensus Forecasting
- Coordinated demand and supply planning

Integrating Internal & External Collaboration

- Practical insights from industry leaders
- Industry case study to understand trading partner collaboration

Challenges of Supply Chain Alignment

- Identifying and understanding key issues and challenges relating to supply chain collaboration and alignment
- Revisiting challenges of Supply Chain Alignment to assess progress made toward insight and resolution
- Benchmarking your firm's alignment for integrated business performance

This program awards 1.5 CEUs. Penn State Continuing Education Units (CEUs) are available based on a standard of one unit per ten hours of classroom instruction.

Faculty Leaders

Sessions are led by top faculty from Penn State as well as supply chain professionals. Each instructor has an extensive background in research and consulting, and in educating executives. Each brings to the classroom best-practice tools and implementation processes for achieving world-class results.

Dr. John Langley, Program Faculty Director, Clinical Professor of Supply Chain Management and Director of Development for the Center for Supply Chain Research, Penn State

Mr. Joe Andraski, Founder, Collaborative Energizer LLC; former President and CEO, Voluntary Interindustry Commerce Solutions Association; former VP Supply Chain, Customer Marketing, and National Sales for Nabisco, Inc.

Mr. William A. Eisele, Global Account Manager for Whirlpool Corporation, Penske Logistics, Inc.

Mr. Marc Peremans, Regional Distribution Manager, Northeast and South Florida, Whirlpool Corporation

Mr. Jason Reiman, Vice President, Global Customer Service, Planning, & Logistics, The Hershey Company

Location

This two-day program will be conducted at the Penn State University Park campus in State College, Pennsylvania, and held in private, modern executive education facilities. Participants lodge at the historic Nittany Lion Inn.

Fees

The program fee for Aligning Supply Chain Organizations is $2,500. This includes all instructional materials, private room accommodations, and meals. Association member pricing applies: $2,400 for members of the Council of Supply Chain Management Professionals; $2,150 for Center for Supply Chain Research corporate sponsors.

We support team participation to maximize the impact of learning. Teams of three or more receive significant savings. Please call for details on all of our special participation options.

We accept MasterCard, Visa, Discover, and American Express.

Supply Chain Certificate Options

Enhance your supply chain expertise and increase your value to the organization by completing multiple Penn State supply chain programs. By doing so, you can earn a Certificate in Supply Chain Management, Operations or the Supply Chain Leadership. The certificate option is also available for military personnel who have attended any one of our custom programs, specifically the Marine Corps Logistics Education Program (MCLEP), MCLEP Non-Resident, programs administered at the Army Logistics Management College (ALMC), or any NAVICP course. Please visit us online for details.

Penn State Executive Programs

Open the doors to transformational learning experiences with Penn State. We work with organizations and leaders from around the world to help shape strategies and practices that fuel competitive advantage and business success. We link strategic understanding with powerful ideas about how decisions affect overall corporate performance.

Penn State Executive Programs also partners with organizations to develop customer learning initiatives and to address critical strategic business challenges. Please reach out to discuss how we can work with you.

"As a leader of the Global Supply Chain function, I'm better prepared to develop collaboration processes with internal functions and customers...The course provided more insight on the +/- of doing things correctly with a strong consideration to change management issues."

Pedro Menendez
Vice President, Global Supply Chain
USG Corporation

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