# **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





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

## **Program Objectives**

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

#### **Who Should Attend**

This program is designed for managers and executives responsible for coordinating collaborative efforts across functions within an organization or managing trading partner relationships across multiple firms. Considering the proven value that can accrue to supply chain from effective collaboration among and within supply chain participants, this program should be of great value to representatives from public and private organizations who consider effective an efficient supply chain management to be a prerequisite to organizational success.

## **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 S&OP and CPFR 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 and alignment

## **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)

#### Internal Collaboration

- Sales and Operations Planning (S&OP) and implemenation priorities
- Concept of Consensus Forecasting

## **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

Coordinated demand and supply planning

#### **Integrating Internal & External Collaboration**

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

#### **Self-Assessment Tool**

- Identifying and understanding key issues relating to supply chain collaboration and alignment
- Benchmarking your firm's alignment for integrated business performance

#### **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

**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 Supply Chain Collaboration and Alignment 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 for each additional participant. 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, 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.

Each program in our diverse portfolio offers:

- Learning experiences that pair practical action learning and coaching with new knowledge, tools and perspectives;
- Exposure to leading faculty and practitioner executives with extensive experience working with business professionals;
- Deeper exploration of critical topic areas with examples of how organizations around the world are

"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

