

Supply Chain Collaboration and Alignment

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



May 7-10, 2013 and October 14-17, 2013

Program Objectives

Program covers processes for improving internal alignment through sales and operations planning (S&OP) as well as ways to improve external alignment through collaborative planning (CPFR) and other key strategies between trading partners. Throughout the program you will learn successful (S&OP), participate in a hand-on industry case study on strategic partnerships, and hear an executive perspective from a major consumer products company.

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. It is designed for those who want to bring proven methodologies like S&OP and CPFR into their organizations to facilitate demand management, reduce working capital, and improve customer response.

Program Benefits

Supply Chain Collaboration and Alignment will improve your ability to:

- Use collaboration to increase profits, reduce costs, and improve visibility
- Execute better supply chain performance through information sharing and trust-building
- 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 on content and active engagement in group exercises to immediately put into practice newly learned concepts. Topics include:

External Collaboration

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

Internal Collaboration

- Sales and Operations Planning (S&OP) principles
- Concept of Consensus Forecasting
- Coordinated demand and supply planning

Integrating External & Internal Collaboration

- Practical insights from industry leaders
- Industry case study on strategic partnerships
- Outsourcing and 3PL Providers

Self-Assessment Tool

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

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

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

Ms. Susan Purdum, Program Co-Faculty Director, Instructor, Supply Chain Management, Smeal College of Business, 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. Jason Reiman, Vice President, Global Customer Service, Planning, & Logistics, The Hershey Company

Mr. Eric Symon, Senior Vice President, Planalytics, Inc.

Location

This three-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 \$3,600. This includes all instructional materials, private room accommodations, and meals. Association member pricing applies: \$3,500 for members of the Council of Supply Chain Management Professionals; \$3,000 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, Supply Chain Leadership, or Supply Chain Operational Excellence. 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 addressing challenges now;
- Focus on successfully applying concepts to meet the needs of your unique situation.

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

"This was very interesting work course. The instructors were diverse and the sequence of their sessions was well thought out. Joe Andraski provided a lot of personal experience over a long career. Jason Reiman provided the theoretical aspects and gave current, first-hand IBM collaborated experience from Hershey... very good."

*Norman Chen
Logistics Manager
USA CECOM, LRC-IEWS*

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