# Developing Strategic Supply Chain Leaders

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.℠

**March 4-6, 2014 and September 23-25, 2014**

# Program Objectives

Targeted for executived charged with design and orchestration of complex supply chain systems. Participants learn practices that enhance supply chain speed, flexibility, and competitive differentiation. Topics include: Leadership in the networked economy, enhancing business strategies with supply chain strategies, managing global supply chains, financial imperatives and the supply chain role, aligning supply chains with customer needs, strategie procurement and the supply chain side of the supply chain.

## Who Should Attend

Developing Strategic Supply Chain Leaders is designed for upper-middle and senior-level executives responsible for the development and management of logistics and supply processes strategy. Representative titles include: vice president, director or manager of logistics, purchasing, supply chains, operations, distribution, or materials management.

## Program Benefits

You will leave Developing Strategic Supply Chain Leaders with the ability to:

- Develop supply chain systems aligned with organizational strategy and create competitive advantages
- Understand the role of strategic leaders
- Communicate initiatives and outcomes to the executive team or boardroom
- Compete on value-added factors other than product and price
- Link customer needs and supplier capabilities
- Differentiate your organization through supply chain innovation and value creation
- Target system components for performance improvement

## Program Content

**Leadership in the Networked Economy**

- The role of Strategic Leaders
- The need to recognize implications of the current state of the economy
- Implications for leaders
- Examining the organization
- Driving results

**Corporate and Supply Chain Strategy**

- Frameworks for achieving an integrated supply chain
- Measuring supply chain performance relative to corporate goals
- Designing appropriate supply chain strategies
- Cases of effective and ineffective strategies/ execution

**Managing Global Supply Chains**

- Unique challenges of international supply chains
- Ownership vs. management vs. control
- The global factory, and the location of various supply chain activities
- Cases in global supply chain operation

**Supply Chain and Financial Imperatives**

- Creating shareholder value
- Cash flow – the basis of value

## 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**

- The supply chain role in improving:
  - Cash flow margin
  - Asset productivity
  - Growth and investment

**Aligning Supply Chains with Customer Needs**

- Supply chain design—fixing the infrastructure
- Triple-A supply chains—agile, adaptive, aligned
- Supply chain metrics—cost, customer service, speed and responsiveness

**Suppliers and Strategic Procurement**

- Spend analysis and the value of a supply strategy
- Categorizing and segmenting suppliers
- Supplier risk management
- Strategic cost management

## Faculty Leaders

Designing and Leading Competitive Supply Chains will be presented by top faculty members from Penn State and other leading institutions, as well as supply chain professionals. Please visit our Web site at www.smeal.psu.edu/psep/open/designingsc to view theirvitae. Planned faculty include:

**Dr. Alan Stenger, Program Faculty Director** and Professor Emeritus of Supply Chain Management, Smeal College of Business, Penn State

**Dr. Kasra Ferdows,** Heisley Family Chair & Professor of Global Manufacturing; and Co-Director, Global Logistics Research Program, Georgetown University

**Dr. Robert Handfield,** Bank of America University Distinguished Professor of Supply Chain Management, North Carolina State University

**Dr. John Langley,** Clinical Professor of Supply Chain Management, Director of Development for Center for Supply Chain Research, Smeal College of Business, Penn State

**Dr. Chris Muscarella,** Professor of Finance and L.W. "Roy" and Mary Lois Clark Teaching Fellow, and MBA Program Faculty Director, Smeal College of Business, Penn State

**Dr. Albert Vicere,** Executive Education Professor of Strategic Leadership, Faculty Director Executive MBA, Smeal College of Business, Penn State

## 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 Developing Strategic Supply Chain Leaders is $3,750. This includes all instructional materials, private room accommodations, and meals. Association member pricing applies: $3,650 for members of the Council of Supply Chain Management Professionals (CSCMP); $3,250 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 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.

**"As a 3PL services provider, I've become 'hyper-critical' of those in the services business. Given this, I've not seen any other program designed and executed as well as the Designing and Leading Competitive Supply Chains program."**

*Glenn Andrews ,*
*Director, Government Programs*
*Lion Apparel, Inc.*

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