

# BEST OF THE BEST S&OP CONFERENCE

Presented by APICS and IBF



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Institute of Business  
Forecasting & Planning

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## WELCOME TO THE BEST OF THE BEST S&OP CONFERENCE

Thank you for attending the 11th annual Best of the Best S&OP Conference, presented by APICS and the Institute of Business Forecasting & Planning (IBF).

APICS and IBF's Best of the Best S&OP Conference features education from global supply chain experts and several networking opportunities at which you can meet leaders and peers across industries. Whether you are engaged in a mature S&OP process or just starting to deploy, gain an edge for your organization during the leading conference for professionals in the field.

In the next two days, you can explore ways to:

- Use forecasting and demand planning in your S&OP process
- Employ integrated business planning techniques
- Enhance collaboration across sales, marketing, finance and supply chain
- Extend S&OP outside your organization and throughout the supply chain
- Manage and mitigate risk
- Use S&OP to enhance new product launches
- And so much more!

Regardless of your industry or position, the Best of the Best S&OP Conference offers actionable insights to help you improve your S&OP process.

Don't forget to share your #BOTBSOP conference experience on social media:



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Best of the Best S&OP Conference 2018 presented by



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Forecasting & Planning**


# BEST OF THE BEST S&OP CONFERENCE

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## SCHEDULE AT A GLANCE

### Thursday, June 14

7:30 a.m.-8:30 a.m.	<b>Registration, Continental Breakfast and Exhibitor Connections</b> Grand Ballroom
8:30 a.m.-8:45 a.m.	<b>Welcome and Opening Remarks</b> Grand Ballroom
8:45 a.m.-9:45 a.m.	<b>General Session: Modernizing Old S&amp;OP for Brand New Profits: Your Roadmap to S&amp;OP Maturity*</b> Grand Ballroom
10:00 a.m.-11:00 a.m.	<b>Integrate to Accumulate: How Demand Planning, Forecasting and S&amp;OP Work Together to Drive Growth*</b> Chicago Ballroom, ABC
	<b>The People Puzzle: Identifying Required Skills and Hiring the Best Talent to Deliver Strategy*</b> Chicago Ballroom, DE
11:15 a.m.-12:15 p.m.	<b>Graduating to The Big Leagues: Implementing S&amp;OP to Successfully Scale and Manage Growth*</b> Chicago Ballroom, ABC
	<b>Forecasting the Unforecastable: How to Align and Manage Demand for New Products*</b> Chicago Ballroom, DE
12:15 p.m.-2:30 p.m.	<b>Lunch and Keynote Presentation sponsored by <a href="#">prevedere</a></b> Grand Ballroom
2:30 p.m.-3:30 p.m.	<b>Stop Reacting &amp; Start Predicting: How to Improve Demand Planning for Better Demand Reviews and Decision Making*</b> Chicago Ballroom, ABC
	<b>Big Data, Bigger Answers: Gaining Actionable Insights from Data and Predictive Analytics, and Proper Metrics*</b> Chicago Ballroom, DE
3:45 p.m.-4:45 p.m.	<b>Balancing Act: Optimizing the S&amp;OP Supply Review Process to Meet Demand*</b> Chicago Ballroom, ABC
	<b>Best-Laid Plans: Scenario Planning and Mitigating Risk Within the S&amp;OP Process*</b> Chicago Ballroom, DE
5:00 p.m.-6:00 p.m.	<b>Best of the Best Attendee Reception, sponsored by </b> Grand Ballroom

## Friday, June 15

- 7:30 a.m.-8:30 a.m.     **Registration, Continental Breakfast and Exhibitor Connections**  
Grand Ballroom
- 8:30 a.m.-9:30 a.m.     **Going Beyond Supply Chain: Integrating S&OP with Financial & Strategic Planning for a New Era\***  
Chicago Ballroom, ABC
- Teaching an Old Dog New Tricks: Fixing Shortcomings to Bring S&OP Up to Date\***  
Chicago Ballroom, DE
- 9:45 a.m.-10:45 a.m.     **Translating for the Execs: Preparing for a Successful Executive Review\***  
Chicago Ballroom, ABC
- Leveraging S&OP to Build an End-to-End Supply Chain: Berry Global Case Study**  
Chicago Ballroom, DE
- 10:45 a.m.-11:15 a.m.     **Networking and Exhibitor Connections**  
Grand Ballroom
- 11:15 a.m.-12:00 p.m.     **S&OP Panel Discussion**  
Grand Ballroom

\*This educational session qualifies for 1 elective contact hour toward the APICS S&OP Education Certificate. Learn more at [apics.org/SOP](https://apics.org/SOP).

### Don't miss Thursday's Attendee Reception

June 14, 5:00 p.m.–6:00 p.m.

Network with colleagues and enjoy hors d'oeuvres and beverages.

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## SCHEDULE AT A GLANCE

### Lunch and Keynote Presentation

Sponsored by **preVedere**  
FORECAST WITH CONFIDENCE

Thursday, June 14

12:15 p.m.–2:30 p.m.

Sara Park

Vice President of Business Development | The Coca-Cola Company



Supply chain is undergoing seismic change. Not everybody feels the effects right now, but technological leaps are making their way into production, logistics, planning, inventory management and more. In our field of S&OP and forecasting, we are at the vanguard of this change. We have the privilege of putting the world's most advanced analytics tools to practical use to drive efficiency, saving significant amounts of money. That's not to mention spotting commercial opportunities we could only have imagined just a few years ago — and it all comes down to data. Make no mistake, this isn't something that's about to happen. We are in it right now. Companies are transitioning to being data-driven, and their entire cultures are adapting to this new paradigm.

But none of this happens without the right people. What new roles do we need to push these value drivers forward? What skills do we need, and what does an effective recruitment process look like? Hear answers to these questions and more in the conference keynote speech. Look forward into the next 10 years — discuss what the S&OP landscape will look like, and what we need to do now to not only keep pace, but ride ahead of the competition. With insights from Coca-Cola's own initiatives, this isn't one to miss.

### Additional Learning Opportunities

Earn the APICS S&OP Education Certificate

Attendees can receive up to 5 elective contact hours toward the APICS S&OP Education Certificate, which shows a demonstrated commitment to and understanding of the principles and functions of sales and operations planning. Learn more at [apics.org/sop](https://apics.org/sop).

Take advantage of seminars throughout the year to complete your APICS S&OP Education Certificate. Learn more at [apics.org/events](https://apics.org/events).

## EDUCATIONAL SESSIONS | THURSDAY, JUNE 14

7:30 a.m.–8:30 a.m.

**Registration, Continental Breakfast and Exhibitor Connections**

8:30 a.m.–8:45 a.m.

**Welcome and Opening Remarks**

8:45 a.m.–9:45 a.m.

**General Session: Modernizing Old S&OP for Brand New Profits: Your Roadmap to S&OP Maturity\***

Patrick Bower | Senior Director, Global Supply Chain Planning and Customer Service | Combe Inc.

S&OP has gained critical mass, and it's about time! It is now accepted as a key operational process, and we're all agreed on the value it provides. But that doesn't mean it is a static set-and-forget project. S&OP is constantly evolving, and the S&OP of 2018 is very different from how it was when it was first conceived 30-odd years ago. In this rapidly changing supply chain environment, the focus is not so much on new technology like AI and predictive analytics, but on maximizing existing processes for operational efficiency that can then support these disruptive technologies. Join this general session that will stimulate out-of-the-box thinking to identify areas of improvement in your own S&OP processes and accelerate your company's journey to maturity, while setting the stage for the rest of the conference.

Attend this session to learn:

- A simple process model to use when discussing S&OP and the measures that really matter
- How to integrate quality and Six Sigma elements into your planning process and why they are important
- Steps you can take to accelerate your S&OP process now and tips on presenting your plan for maximum effectiveness

10:00 a.m.–11:00 a.m.

**Chicago ABC: Integrate to Accumulate: How Demand Planning, Forecasting and S&OP Work Together to Drive Growth\***

Greg Spira | Head of Forecasting, North America | Mondelēz International

What is demand planning? How does it differ from forecasting? How does S&OP fit into the overall business planning process? In the world of forecasting and planning, it is not only important to define and clarify these functions, but also to understand their relationships to one another. In this session, you will discover how an effective forecast drives better S&OP and how demand planning's collaborative approach is a catalyst for effective decision making, both for supply chain and the wider business.

Attend this session to learn:

- How the forecasting function of an organization aligns with the demand planning function to support S&OP
- How to identify tactical relationships between forecasting and demand planning and define steps to support overall strategy
- How common misunderstandings of S&OP cause fractures in your planning process

## EDUCATIONAL SESSIONS | THURSDAY, JUNE 14

10:00 a.m.–11:00 a.m.

### **Chicago DE: The People Puzzle: Identifying Required Skills and Hiring the Best Talent to Deliver Strategy\***

Carol Utrup, CSCP, CS&OP | S&OP Business Analyst Lead | Parker Hannifin

S&OP requires commitment, consistency and qualified decision makers to help a company succeed in achieving its business objectives. Meticulous consideration must be paid both to identifying individuals with the desired leadership abilities and to those added post-implementation. S&OP functional requirements are essential for anyone joining the S&OP family of leaders within an organization. Whether you are adding specialized practitioners, mid-management managers or executive-level leaders, soft skills in collaboration with management are fundamental requirements for any team member. This session will detail how to strengthen your S&OP team with the right balance of skills to establish S&OP as a cross-functional value driver.

Attend this session to learn:

- How to identify opportunities to develop the necessary skill set within the broader organization to enable cross-silo business planning
- How to identify the necessary soft skills for your organization based on its strategic vision, S&OP leadership needs and functional strength
- How to address what the future demand planning and S&OP organization may look like

11:15 a.m.–12:15 p.m.

### **Chicago ABC: Graduating to the Big Leagues: Implementing S&OP to Successfully Scale and Manage Growth\***

Lachelle Buchanan | Director of Sales and Operations Planning | US Silica

Rapid growth or dramatic changes in the business often expose company processes that are not scalable. Forward-thinking companies recognize that implementing a well-functioning S&OP process is instrumental to operational success. But to achieve successful S&OP, you need to understand where you are today and know the obstacles and gaps you will need to overcome in implementing an S&OP process. In this session, we will discuss aligning planning operations with organizational goals to achieve a more accurate strategic decision-making process within the business. We will also focus on the importance of change management and the ongoing oversight of an S&OP process to align with growth and cross-functional collaboration.

Attend this session to learn:

- How to clarify and establish the time, effort and collaboration required to design and implement an effective S&OP process
- How to recognize if your organization is ready for the change that will move the S&OP process forward
- How to encourage a change in mindset to build a culture capable of delivering truly transformational improvements



## EDUCATIONAL SESSIONS | THURSDAY, JUNE 14

11:15 a.m.–12:15 p.m.

### **Chicago DE: Forecasting the Unforecastable: How to Align and Manage Demand for New Products\***

Rizwan Asim | Supply Chain Manager | Five Guys International

Managing new product launch processes is essential to your company's growth, but demand error for new products is high. How do you mitigate the risk of new product launches and ensure maximum probability of success? Innovation is one of the few tools companies can use to adapt to new patterns of consumer behavior while improving top- and bottom-line performance. As such, a well-designed new product introduction process needs to keep the consumer in mind every step of the way. In this session, you will learn how to develop new strategies for today's competitive markets and implement best practices for product planning, including leveraging the portfolio management review to better understand new product performance and better manage new products once released.

Attend this session to learn:

- How to implement innovative forecasting techniques for new product launches while maintaining proper visibility in S&OP meetings
- How to help your company drive alignment with the intersection of S&OP and product lifecycle management (PLM)
- How to leverage the portfolio management review for improved new product forecasting

12:15 p.m.–2:30 p.m.

### **Lunch and Keynote Presentation**

Sara Park | Vice President of Business Development | The Coca-Cola Company

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2:30 p.m.–3:30 p.m.

### **Chicago ABC: Stop Reacting and Start Predicting: How to Improve Demand Planning for Better Demand Reviews and Decision Making\***

Peter Thomas, CSCP, CPF | Strategic Planning Manager | FMC Corporation

The overall aim of the S&OP process is to be a vehicle for decision making that will help arrive at a game plan to manage and allocate the firm's resources to meet the needs of customers and grow the business. A key driver for effective S&OP is demand planning and forecasting, which many companies find extremely challenging. Demand planning and forecasting drives the demand review meeting. Forecasts must therefore be assessed to ensure that they are realistic and unbiased. Gaps between supply and demand, and between forecasts and plans, must be closed to maximize revenue and profit, while risks and opportunities need to be visible to develop corporate strategy. If your team struggles to achieve an effective demand review process driven by accurate forecasts, this session is for you.

Attend this session to learn:

- How to develop your forecasting and planning process for better S&OP
- The need for an unconstrained and unbiased demand plan
- Why it is necessary to invest resources to improve your demand planning and forecasting process

2:30 p.m.–3:30 p.m.

### **Chicago DE: Big Data, Bigger Answers: Gaining Actionable Insights from Data and Predictive Analytics, and Proper Metrics\***

Greg Schlegel | Adjunct Professor, Supply Chain Risk Management | Lehigh University

Today's technology has made available a tremendous amount of data, as well as a variety of techniques such as machine learning and data mining to provide unparalleled insight into demand. Understanding how to harness this innovation for more robust planning is not easy, but one thing's for sure: The technology we've been talking about for years is now here and ready to be implemented in your organization. This session will reveal how to convert the mass of both structured and unstructured data into value-added insight to help improve service, reduce costs, improve inventory management and increase profits. With a clear action plan, you can accomplish all this and more.

Attend this session to learn:

- How to use descriptive analytics (e.g., reports, KPIs, dashboards) to report on performance metrics and determine plans for possible change
- How to use predictive analytics to improve forecasting, customer relationship management and inventory control
- How to determine when to use judgment or qualitative measures instead of analytics for better planning and forecasting

3:45 p.m.–4:45 p.m.

### **Chicago ABC: Balancing Act: Optimizing the S&OP Supply Review Process to Meet Demand\***

Brandon Bland, CPIM | Materials Manager | Parker Hannifin Corporation

The supply review process is the “other half” of the supply and demand balancing process and is critical for long-term management of capacity and inventory. Demand planning offers an unconstrained plan, while the supply review arrives at a constrained plan with options for resolution or issues that need to be elevated to a higher level. During this session, we will look at the basics of the supply review process, share best practices and examine topics that should be discussed during the meeting — including important metrics, tools, suggested participants and the cadence to keep. With practical takeaways, you will learn how to make the supply process in your own organization as lean and efficient as possible.

Attend this session to learn:

- How to develop your supply planning process and supply review for better S&OP
- Cycle timing — should planning and reporting be done in daily, weekly or monthly buckets?
- How to leverage the supply review for strategic decision making

## EDUCATIONAL SESSIONS | THURSDAY, JUNE 14

3:45 p.m.–4:45 p.m.

### **Chicago DE: Best-Laid Plans: Scenario Planning and Mitigating Risk Within the S&OP Process\***

Mike Reibsamen, CPIM | Director, Integrated Supply Chain | Berry Global

Scenario planning and dynamic simulation look at changes in the key drivers that impact supply, demand, inventory and other variables — in other words, considering the future to see how changes across these variables could impact the business. Scenario planning done well and done constantly gives you the freedom to explore different options before changes occur, allowing for better preparation and planning. This dramatically improves the effectiveness of your S&OP process. But what tools and methodologies do you need? This session will reveal how to close gaps in strategic and operational planning, highlight risks and opportunities, develop playbooks, and be ready to react to multiple scenarios to mitigate such risks.

Attend this session to learn:

- How to minimize surprises — from six months to 10 years in the future
- How to select and prepare scenarios for an efficient executive S&OP meeting
- How to react to multiple unexpected situations and limit damage to the bottom line

5:00 p.m.–6:00 p.m.

### **Best of the Best Attendee Reception**

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## EDUCATIONAL SESSIONS | FRIDAY, JUNE 15

7:30 a.m.–8:30 a.m.

### Registration, Continental Breakfast and Exhibitor Connections

8:30 a.m.–9:30 a.m.

#### **Chicago ABC: Going Beyond Supply Chain: Integrating S&OP with Financial and Strategic Planning for a New Era\***

John Piechule, CSCP, CPIM, CPF | Supply Chain Senior Manager, Product Supply | Arkema Inc.

We know that cash flow, working capital, tax efficiency and profitability are key to your company's success. But does your organization view these separately, or as part of a whole? Integrating these supply and demand principles with sound financials is a value-added approach often left under-exploited. Companies that operate with one integrated set of numbers (operational and financial) differentiate themselves by allowing decision makers to focus on all areas, thereby achieving wider strategic goals. By understanding the synergy between S&OP, finance, and sales and marketing, you will be able to use demand planning to establish a strategic, top-down view of your organization for superior decision making. This session will reveal how and why synergy and integration are not only desired but required for the big data age.

Attend this session to learn:

- How to balance and integrate the multiple financial drivers of profitability
- How to effectively use S&OP as the basis for cash flow forecasting
- About emerging cross-disciplinary trends in integrated business planning, financial planning, and analytics and strategic planning

8:30 a.m.–9:30 a.m.

#### **Chicago DE: Teaching an Old Dog New Tricks: Fixing Shortcomings to Bring S&OP Up to Date\***

Eric Wilson, CPF | Director of Planning | Escalade Sports

The S&OP process is over 30 years old. Since then, market dynamics have significantly changed, but the process has not — meaning there are shortcomings that need to be addressed to reflect today's reality. These include having inadequate mechanisms to effectively manage demand for new products, not having a strategy to replace well-established core products that are now rapidly fading away, not having a strategy to deal with ever-increasing supply chain disruptions, and failing to adapt to new channels of distribution like eCommerce. In this session, we will show what's lacking in many S&OP processes and provide practical takeaways to bring your S&OP up to date and turn it into a driver of efficiency and growth.

Attend this session to learn:

- Why and how to manage supply chain disruptions within the S&OP process
- How to optimize opportunities in the fast-emerging eCommerce channel
- How to capitalize on new products with S&OP
- Why core products are fading away faster and what to do about it

## EDUCATIONAL SESSIONS | FRIDAY, JUNE 15

9:45 a.m.–10:45 a.m.

### **Chicago ABC: Translating for the Execs: Preparing for a Successful Executive Review\***

Carol Utrup, CSCP, CS&OP | S&OP Business Analyst Lead | Parker Hannifin

The executive review component of the S&OP process is a crucial element that requires careful planning to successfully communicate findings and recommendations. This session will reveal the best practices and key factors in leading a successful executive review that conveys findings in a language that is clear and actionable. This means developing a planning playbook to provide accountability and transparency to the executive team in which the insight from hard data is furnished with context and easy-to-understand implications for the business. In this interactive session, you will also learn from an experienced supply chain leader how to establish your executive team as stewards of the S&OP process so they can both oversee it and leverage it as a strategic growth tool.

Attend this session to learn:

- How to identify the key characteristics that comprise a world-class executive review
- How to design and implement an effective executive review for your company
- Methods to educate your executive team to be stewards of the S&OP process

9:45 a.m.–10:45 a.m.

### **Chicago DE: Leveraging S&OP to Build an End-to-End Supply Chain: Berry Global Case Study**

Christine Barnhart, CPIM, PMP | Global Process Owner, Supply Chain | Berry Global

In 2015, Berry Global embarked on a journey to create an end-to-end, integrated digital supply chain, supported by best-in-class tools and executed by best-in-class resources. Following the establishment of Centers of Excellence to support the road map, the next stage was the deployment of an S&OP process as the key enabler for the integrated planning pillar within their transformation portfolio. This session will share key insights from Berry's journey, as well as the benefits of an integrated supply chain supported by S&OP.

Attend this session to learn:

- How S&OP is a key enabler of the Integrated Planning process.
- Insights into how standardized and repeatable supply planning processes are a key part of the rigor and methodology to support the executive review.
- How to increase supply chain maturity and add integrated, policy governed organizational layers that support streamlined and standardized business process and tools.

10:45 a.m.–11:15 a.m.

### **Networking and Exhibitor Connections**

11:15 a.m.–12:00 p.m.

### **S&OP Panel Discussion**

## PRESENTER BIOGRAPHIES



### **Rizwan Asim**

**Supply Chain Manager | Five Guys International**

Rizwan Asim is a supply chain professional with more than 18 years of supply chain experience, having worked for a variety of multinational restaurant chains, supermarkets and industrial catering services including McDonald's and Carrefour. He spent five years as director of Supply Chain KSA at McDonald's in Riyadh before moving to Dubai to assume his current role as supply chain manager at the global burger chain Five Guys International. Rizwan holds a BBA and an MBA from Michigan State University and an MSC in operations and supply management from the University of Liverpool in the UK.



### **Christine Barnhart, CPIM, PMP**

**Global Process Owner, Supply Chain | Berry Global, Inc.**

Christine Barnhart is the Global Process Owner for Supply Chain at Berry Global, Inc. She is tasked with building Berry Global's Supply Chain Council and Program Management Office to identify, prioritize and manage supply chain continuous improvement and transformation activities. Christine, also, leads the construction of a Global Supply Chain Blueprint, and is the Supply Chain SME for Berry's Digital Enterprise Transformation. Ms. Barnhart has a diverse background in supply chain with extensive experience in plant operations, strategic planning, and global procurement across the consumer package and pharmaceutical industries. Christine has a B.S. in Electrical Engineering and an MBA from the University of Louisville. She is certified in Production and Inventory Management.



### **Brandon Bland, CPIM**

**Materials Manager | Parker Hannifin Corporation**

Brandon Bland is the materials manager at Parker Hannifin in Moncks Corner, South Carolina, where he has worked in a variety of roles since 2008, including contracts administrator, operations team leader, value stream planner and logistics team leader. He began his career in the fire sprinkler and suppression business as a project manager. Brandon's successes at Parker Hannifin include building the S&OP process from scratch and developing it into a key decision-making tool, establishing a tugger route, creating lean Kanban systems for shop floor control, implementing and managing the facility's PFEP, and managing the facility's inventory. He holds an MBA from Charleston Southern University and a BS from Clemson University with an emphasis in transportation and logistics. He is APICS CPIM certified and is a Six Sigma Green Belt.

## PRESENTER BIOGRAPHIES



### **Patrick Bower**

Senior Director, Global Supply Chain Planning and Customer Service | Combe Inc.

Patrick Bower has a wide area of expertise including S&OP, demand planning, inventory, network optimization and production scheduling. A recognized expert on demand planning and S&OP, and a self-professed "S&OP geek," Patrick was previously practice manager of supply chain planning at the consulting firm Plan4Demand, where his client list included Diageo, Bayer, GlaxoSmithKline, Pfizer, Foster Farms, Cabot Industries and American Girl. Patrick's experience encompasses tenures with Cadbury, Kraft Foods, Unisys and Snapple. Patrick also worked for the supply chain software company Numetrix, and was vice president of R&D at Atrion International. He was the recipient of IBF's 2012 award for Excellence in Business Forecasting and Planning.



### **Lachelle Buchanan**

Director of Sales and Operations Planning | US Silica

Lachelle Buchanan is an experienced S&OP professional who works with medium and large industrial companies in the energy sector, currently working as director of sales and operations planning at US Silica. Before taking this role, Lachelle spent the previous decade helping General Electric evaluate international market opportunities, developing new products and commercializing new technology in the oil and gas market. Her successes include leading Integrated business planning processes and coaching business leaders in demand planning and IBP. Lachelle holds a BBA in marketing and management from the University of Oklahoma, and Oliver Wight certifications in integrated business planning, demand management, product and portfolio optimization, and integrated supply chain management.



### **Sara Park**

Vice President of Business Development | The Coca-Cola Company

Sara Park has over 15 years' experience in various planning roles at Heinz, Georgia-Pacific and now The Coca-Cola Company, where she has spent almost six years in finance, supply chain and business transformation. Her latest role is in North America Finance as leader for volume and revenue forecasting. Before taking this position, Sara led teams in the Planning Center of Excellence for supply chain and logistics, integrated business planning and product lifecycle management, where product lifecycle management processes were tightly integrated with S&OP and shelf planning. Having managed teams and developed professionals for over a decade, she is an advocate of mentoring, coaching and sponsoring talent. Sara holds a degree in English from the University of California and an MBA from Case Western Reserve University.

## PRESENTER BIOGRAPHIES



### **John Piechule, CSCP, CPIM, CPF**

**Supply Chain Senior Manager, Product Supply | Arkema Inc.**

John Piechule is the senior manager of supply chain at Arkema Inc.'s Sartomer Business Unit. At Sartomer, he is responsible for supply chain process optimization, sharing best practices within the Sartomer organization and other Arkema business units. He is experienced in demand management, production planning/scheduling, inventory management, quality assurance and quality control. Prior to working at Sartomer, John spent significant time in the aerospace and heavy industry business sectors. He received his MBA and undergraduate degrees at Widener University in Chester, Pennsylvania. John holds the APICS Certified Supply Chain Professional and Certified in Production and Inventory Management designations. He is also an IBF Certified Professional Forecaster (CPF).



### **Mike Reibsamen, CPIM**

**Director, Integrated Supply Chain | Berry Global**

Following a successful tenure as head of Yokohama Tire Canada's Consumer Products division, Mike Reibsamen leverages 18 years of supply chain experience in his role as director of the Integrated Supply Chain Center of Excellence at Berry Plastics, a \$7.5 billion multinational company specializing in consumer packaging, engineered materials and healthcare components. Mike creates value from the supply chain by employing a people process-tools approach to synergistically assimilate all of the key fundamental supply chain activities together to drive compelling business decisions. Mike tirelessly promotes the value of the integrated supply chain and its ability to balance the needs of sales, operations and finance in an increasingly customer-focused world. Mike received his BS from Virginia Commonwealth University and an MBA from the University of Phoenix (Atlanta campus), and holds the APICS CPIM designation.



## PRESENTER BIOGRAPHIES



### **Gregory L. Schlegel, CPIM**

**Adjunct Professor, Supply Chain Risk Management | Lehigh University**

Greg Schlegel has over 25 years' experience with Fortune 100 companies across multiple industries. He has held executive positions in the systems, staff and plant operations environments and other positions across the supply chain. Greg has also been an executive consultant for IBF and is presently vice president of business development/principal for SherTrack LLC, a software-enabled services organization providing demand-driven predictive manufacturing solutions. As a supply chain practitioner, Greg has designed, implemented and managed several ERP projects, supply chain optimization deployments, decision support systems, and lean Six Sigma and Theory of Constraints projects. Greg was APICS's 1997 International Society president and is a frequent speaker at global IBF conferences and seminars. He has published articles in several supply chain journals. Greg holds classes on Theory of Constraints, has taught operations management at the University of Scranton and St. John's University, and is presently teaching MBA supply chain risk management at Lehigh University. He is a graduate of Penn State, holding a BS in operations research and computer science, and attended the Lake Forest College of Graduate Studies.



### **Greg Spira**

**Head of Forecasting, North America | Mondelēz International**

Greg Spira has a broad background covering integrated business planning, forecasting and demand management, finance/accounting and information technology. He currently leads forecasting for Mondelēz North America, and prior to that he led integrated business planning for the North American Biscuits category. Prior to Mondelēz, Greg led global demand management at BlackBerry and has 15 years of experience in a variety of industries. Greg has a passion for solving challenging problems and driving change with the right mix of people, process and tools. He combines operational savvy with an agile approach to solving business problems to add value and achieve goals. He has a successful track record of leading teams through challenging transformations, and enjoys developing and motivating talent.



### **Peter Thomas, CSCP, CPF**

**Strategic Planning Manager | FMC Corporation**

Pete Thomas is the business integration leader for a business process modernization initiative at FMC that includes a greenfield SAP S/4 HANA implementation. His experience in agribusiness spans over 35 years in various roles including sales, market research, product and project management, business development, business improvement and end-to-end supply chain improvement. Before transitioning to FMC, Pete led a business transformation program and was head of demand planning and forecasting at DuPont Crop Protection. Pete is an IBF Certified Professional Forecaster (CPF), CSCP-certified supply chain consultant and certified Six Sigma Champion. He is a graduate of the University of Georgia.

## PRESENTER BIOGRAPHIES



### **Carol Utrup, CSCP, CS&OP**

**S&OP Business Analyst Lead | Parker Hannifin**

After graduating with a degree in history and political science, Carol Utrup took a job in operations to pay the rent. Within a year, she fell in love with the field and has never looked back. She has over 20 years of supply chain management experience including distribution, logistics, inventory management, business analytics, demand planning, forecasting and her great passion — S&OP. Carol was CSCP certified by APICS in 2012 and CS&OP certified by the S&OP Institute and The Ohio State University Fisher College of Business in 2014, and became an APICS associate instructor in 2016. She serves as the director of education for the APICS Cleveland Chapter. Currently she is the S&OP business analyst lead at Parker Hannifin, traveling around North America coaching, advising and training divisions in S&OP and enterprise tools for demand and supply planning.



### **Eric Wilson, CPF**

**Director of Planning | Escalade Sports**

Eric is a predictive analytics and business planning innovator, author and speaker, currently serving as the director of demand planning at Escalade Sports. Prior to this position, he worked as the director of demand planning at Berry Plastics and as director of demand planning and S&OP at Tempur Sealy International. In 2016, he received the Excellence in Business Forecasting and Planning award from the IBF. He is a Certified Professional Forecaster (CPF) with over 20 years' experience. Eric is a visionary in his field and a frequent speaker and panelist for many executive forums and professional conferences, and has written numerous articles in publications such as The Journal of Business Forecasting and APICS magazine. He is also the author of the book "Cultural Cycles."

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The Cross Module suite of applications provides an affordable, easy-to-implement analytics platform that is immediately intuitive for SAP users. The platform leverages the Qlik associative data engine and Pomerol's understanding of SAP to combine data from across modules.



### Prevedere

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Prevedere is an enterprise SaaS solution that offers executives an unprecedented view of business performance — empowering smarter, more profitable decisions. Using proprietary advanced analytics, Prevedere exposes correlated factors within millions of data sets 30 times faster than traditional methods. Selected as a Gartner "Cool Vendor in Information Innovation," Prevedere solves a critical void in business planning.



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## EXHIBITORS



### Arkieva

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Arkieva tools have been used in more than 200 unique applications around the globe. Arkieva clients in North America, Europe, and Asia use the software to support collaborative planning teams. These advanced planning tools fully support a company's S&OP needs, integrate easily with most ERP systems, and are currently used in multi-user, cross-functional environments. Arkieva tools address the unique planning needs of your business, from polymers to chemicals, semiconductors, glass, or dried fruit. Arkieva clients are diverse, yet share a common need for a robust, scalable solution that fits their people, processes, and IT environments.



### Boardwalktech

[boardwalktech.com](http://boardwalktech.com)

Boardwalktech provides a patented digital ledger blockchain service for the extended enterprise which customers can use to run mission critical, multi-party applications managing the digital exchange of information internally and with their customers, channels, and suppliers.



### Chainalytics

[chainalytics.com](http://chainalytics.com)

Chainalytics is a global leader in supply chain consulting, analytics and market intelligence. Its mission is to help companies capture the maximum value from their supply chains. With end-to-end supply chain expertise, Chainalytics supports supply chain transformation at every planning horizon — strategic, tactical and operational — and across multiple domains. Its specialties include supply chain design, sales and operations planning (S&OP), logistics operations, transportation, service supply chain and packaging optimization. With locations in North America, Europe and Asia, it serves companies globally in a borderless fashion.



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### DemandCaster

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## EXHIBITORS



### Demand Management

[demandsolutions.com](http://demandsolutions.com)

Demand Management is a global provider of cloud-based software that empowers customers to optimize their complete supply chain. The DSX supply chain planning solution offers functionality for demand optimization, supply optimization, manufacturing optimization, data visualization, collaboration, and integrated business planning/sales and operations planning. Demand Management serves customers in 79 countries.



### Demand Works

[demandworks.com](http://demandworks.com)

Demand Works provides software for forecasting, demand management, inventory planning and S&OP. Its world-class solutions are offered in cloud, server and desktop versions. Demand Works solutions are used by hundreds of companies around the globe, including many of the most respected global corporations.



### Forecast Pro

[forecastpro.com](http://forecastpro.com)

Starting at \$5,000, Forecast Pro is a powerful, easy-to-use forecasting and forecast management solution for demand planning and S&OP. Automatically generate forecasts, add judgment, convert forecasts to any units of measure, rearrange hierarchies on the fly, create comprehensive exception reports, customize worksheets with imported information, track accuracy, integrate with existing systems — and more!



### Hydrian

[hydrian.com](http://hydrian.com)

Hydrian is the first company to offer inventory optimization as a service. Leveraging world-class software, Hydrian works with your leadership and operational teams to fill dramatically more orders from stock, without increasing your inventory investment. There is no new technology to learn and no consultancy to see come and go.



### IFS

[ifsworld.com/us](http://ifsworld.com/us)

IFS develops, supplies and implements IFS Applications, an extended ERP, EAM and field service management suite. IFS provides software solutions based on APICS principles that serve manufacturing, project-based and asset-intensive, and field service industries. IFS Applications ensures enterprise agility for today's rapidly changing business environment.

## EXHIBITORS



### **o9 Solutions**

[o9solutions.com](http://o9solutions.com)

o9 Solutions is a leading AI platform that drives digital transformations of integrated planning and operations capabilities. Faster, more intelligent business decisions translate directly to better financial results, plus organizations can achieve their goals while reducing resource consumption. Great decision-making processes also drive more transparency, reduce organizational politics, increase productivity, empower people overall. o9 is on a mission to develop the best technology to aid organizations in this critical pursuit.



### **OM Partners**

[ompartners.com](http://ompartners.com)

OM Partners is one of the leading supply chain solutions providers focusing on demand planning, S&OP, IBP, supply planning and detailed scheduling in several key industries. Its OMP Plus product is an integrated solution that enables easy scenario planning, reality-based IBP, collaborative multi-enterprise access and agile implemented solution templates. Offices are located in Atlanta, Shanghai, Sao Paulo, Dubai, Antwerp, London, Cologne and Paris.



### **Vanguard Software**

[vanguardsw.com](http://vanguardsw.com)

Vanguard Software is a forecasting and planning software company with over 2,000 customers in 60 countries. Vanguard IBP for Supply Chain matches advanced analytics with a workflow design that fosters communication and tracks the inputs and actions of diverse users, which brings into shared view often missed planning criteria such as promotions, cannibalizations, competitor actions, supply changes and phase-outs. Vanguard IBP for Supply Chain brings together inputs from multiple teams to improve visibility and transparency and speed projects along.

## NOTES

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## ABOUT THE ORGANIZERS



### APICS

APICS is the association for supply chain management and the leading provider of research, education and certification programs that elevate supply chain excellence, innovation and resilience. The APICS Certified in Production and Inventory Management (CPIM); APICS Certified Supply Chain Professional (CSCP); APICS Certified in Logistics, Transportation and Distribution (CLTD); and APICS Supply Chain Operations Reference-Professional (SCOR-P) designations set the industry standard. With more than 45,000 members and approximately 300 channel partners, APICS is transforming the way people do business, drive growth and reach global customers. Learn more at [apics.org](http://apics.org).



**Institute of Business  
Forecasting & Planning**

### IBF

The Institute of Business Forecasting & Planning (IBF) is a membership organization recognized worldwide as the premier full-service provider of demand planning, forecasting, analytics, S&OP education, benchmarking research, training, certification, world-class conferences and advisory services. For over 30 years, the IBF has been helping businesses improve their forecasting and planning performance in an effort to enhance growth and improve their bottom line. With some of the world's most well-known global companies as its members, the IBF is constantly finding and disseminating better ways to manage demand, improve supply chain efficiency and increase organizational performance. Learn more at [ibf.org](http://ibf.org).

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