

MONDAY | OCTOBER 21 | 8:00AM – 8:00PM (INCLUDES VIP DINNER)

LEADERSHIP

BUSINESS PLANNING FORECASTING & S&OP

F O R U M

LOEWS ROYAL PACIFIC RESORT AT UNIVERSAL ORLANDO
ORLANDO, FLORIDA USA

OCTOBER 21, 2019

FORUM
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Executive Stream 1:

A Data Driven Organization: Embracing Technology, Digital Transformation & Culture for the New Age Of Demand Planning

Executive Stream 2:

The Competitive Advantage of the Future: Becoming The Powerful Minority Who Successfully Implement Integrated Business Planning (IBP or S&OP)

Executive Stream 3:

Leveraging Predictive Analytics: Talent Management to Build the Next Generation of Planning Professionals

Executive Stream 4:

The Amazon Effect: Planning And Forecasting For eCommerce/ Omnichannel & The New Consumer Market



**Institute of Business
Forecasting & Planning**

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LEADERSHIP

OCTOBER 21, 2019

BUSINESS PLANNING FORECASTING & S&OP FORUM

LOEWS ROYAL PACIFIC RESORT AT UNIVERSAL ORLANDO | ORLANDO, FLORIDA USA

AN
INVITATION
FROM
THE IBF



Dear Executive:

It's with great pleasure that I invite you to join us at the **IBF's Annual Business Planning, Forecasting & S&OP Forum** taking place in Orlando, Florida (USA) on October 21, 2019 at Loews Royal Pacific Resort. This premier executive forum—our 13th—is designed to provide high-level management and their associates with leadership support and guidance with the latest successful practices in operations planning used today.

The Forum will have 4 Executive Discussion Streams:

EXECUTIVE STREAM 1

A Data Driven Organization: Embracing Technology, Digital Transformation & Culture for the New Age Of Demand Planning

EXECUTIVE STREAM 2

The Competitive Advantage of the Future: Becoming The Powerful Minority Who Successfully Implement Integrated Business Planning (IBP or S&OP)

EXECUTIVE STREAM 3

Leveraging Predictive Analytics: Talent Management to Build the Next Generation of Planning Professionals

EXECUTIVE STREAM 4

The Amazon Effect: Planning And Forecasting For eCommerce/ Omnichannel & The New Consumer Market

A full description of each discussion stream is on the following pages. These topics have been developed based on what research tells us, along with what our IBF Board of Advisors and members have identified as critical improvement areas in the industry. As in past years, our panelists will comprise of many leaders in the field, who represent well-known global brands and will share the lessons they have learned during their professional careers.

This event is not just about listening—it is our intention that it be interactive as well. You, as an audience member, can share your challenges with our distinguished panelists, and receive immediate input on what to consider moving forward.

Of course, no event is complete without having the right balance of learning, networking, and fun. In the evening, attendees will have an opportunity to network with key executives at our special VIP Leadership Dinner.

This IBF Leadership program is the only one of its kind. In addition to the ideas generated during these valuable sessions, a lesson or contact that you pick up during a face-to-face conversation with your peers may prove invaluable in the future. Don't miss this opportunity!

If you're looking to advance S&OP, better leverage technology to support these processes, build world-class and sustainable teams, while effectively fostering change, and scaling your planning & forecasting resources, you need to be at this event.

I certainly look forward to meeting you and your team in person at the IBF Leadership Forum in Orlando!

Kind Regards,

Anish Jain
Managing Director
Institute of Business Forecasting & Planning



TOPICS

EXECUTIVE STREAM 1

A Data Driven Organization: Embracing Technology, Digital Transformation & Culture for the New Age Of Demand Planning

MODERATOR:

Larry Lapide
Research Affiliate
**MIT CENTER FOR
TRANSPORTATION &
LOGISTICS**

PANELISTS:

Joseph Eschenbrenner, ACPF
Director of Demand &
Supply Planning
PUMA NORTH AMERICA

Steven Hainey, CPF, CPSM,
CPIM, MCIPS, C.P.M.
Director of Supply Chain, Process
Solutions
NEWELL BRANDS

Dustin Deal
Director of North America
Business Operations
LENOVO

Tim Hotze
SVP Global Network Planning and
Global Intelligence
TARGET

Jeffrey Marthins
Director of Supply Chain

Michael Mastroianni
Vice President, Global Supply
Chain Planning
MEDTRONIC

If you don't transition your company to a data driven culture, you could be left behind. We now compete not so much on price or quality, but on our ability to interpret data. And given that predictive analytics and AI have reached a tipping point, we must look at organizational design for Demand Planning differently. Big Data and predictive analytics are exploding with a growing number of variables and complex relationships that can be analyzed and understood – and technology underpins every element of this evolution. We will be discussing whether functionality updates are growing faster than our maturity levels, whether we should invest in new and “advanced” technology and expect our teams to play catch-up, and whether we should blame poor results on systems or the lack of best practices and qualified talent.

What it comes down to is greater integration and developing a culture around the idea that sharing information across functions is key to gaining a competitive edge. This high-level forum will reveal how you yourself can be at the vanguard of this change in your organization, giving you the knowledge and skills to develop a data driven roadmap with Demand Planning, sell it to leadership and make your company fit for the Big Data age.

THE KNOWLEDGE YOU WILL GAIN INCLUDES:

- The difference between digitization and digital transformation
- How to start a technology search and avoid technology pitfalls, and tips and tricks for quick, easy access to data and decision making
- What a “best practice process” looks like and determining the right balance with technology tools
- How to build collaboration within and outside the organization with methods that work
- How to lay the foundation for artificial intelligence and machine learning
- How to provide analytics insight to all areas of the business
- How to use software applications to gather input and feedback, and leverage social media data, POS data and more

TOPICS

EXECUTIVE STREAM 2

MODERATOR:

Eric Wilson, CPF
Director of Demand Planning
ESCALADE SPORTS

PANELISTS:

Lori Anter
Director of Demand Planning,
Medial Segment
CARDINAL HEALTH

Todd Dunn, CPF
Director of Supply Chain
CATALENT

John Gallucci
Vice President, Demand Planning
**BAYER CONSUMER
HEALTHCARE**

Steven Hainey, CPF, CPSM,
CPIM, MCIPS, C.P.M.
Director of Supply Chain, Process
Solutions
NEWELL BRANDS

Dustin Deal
Director of North America
Business Operations
LENOVO

Glenn Pascrell
Senior Vice President, Merchandise
Planning & Market Analytics
CITIZEN WATCH AMERICA

The Competitive Advantage of the Future: Becoming the Powerful Minority Who Successfully Implement Integrated Business Planning (IBP or S&OP)

Amidst all the fanfare of artificial intelligence and machine learning, there's a very interesting statistic that reveals immense opportunity in mastering the basics – only 32% of companies are successfully balancing demand and supply. That is to say, that despite S&OP being around for 30 years, most companies are not doing it right. This makes successful implementation of S&OP a key competitive advantage. Not only that, it is key to having a supply chain that can keep up with the insights delivered by predictive analytics.

This leadership stream is your opportunity to learn how the world's best ensure all assumptions are met for better S&OP, and how they manage roles, responsibilities and processes to achieve true cross-functional participation, alignment and accountability across all departments. What's more, you'll hear how industry leaders are positioning S&OP to deliver results in the age of Big Data. Together we will address the changing world, roles, and technology for S&OP and collaborative planning processes. This is your chance to do what most companies have failed to do – deliver a robust and value-adding S&OP process that works for today, and tomorrow.

THE KNOWLEDGE YOU WILL GAIN INCLUDES:

- How to integrate global activities into the process and keep S&OP sustainable and fun as your company matures
- How to incorporate scenario planning, risk management and demand shaping into S&OP
- Leveraging finance, new products, and other processes in the S&OP process
- How to achieve true cross-functional participation, alignment and accountability in S&OP across all departments
- How S&OP can drive better end-to-end planning, including logistics and transportation
- How to track and measure S&OP effectiveness

T O P I C S

EXECUTIVE STREAM 3

MODERATOR:

Todd Gallant
*Vice President, Planning &
Allocation*
COLE HAAN

PANELISTS:

Lori Anter
*Director of Demand Planning,
Medial Segment*
CARDINAL HEALTH

Joseph Eschenbrenner, ACPF
*Director of Demand and Supply
Planning*
PUMA NORTH AMERICA

John Gallucci
Vice President, Demand Planning
**BAYER CONSUMER
HEALTHCARE**

Carlos Londono
Head of Supply Chain
CHIPOTLE MEXICAN GRILL

Jody Rogers
*Director - Integrated Business
Planning*
**CHARLES RIVER
LABORATORIES**

Eric Wilson, CPF
Director of Demand Planning
ESCALADE SPORTS

Leveraging Predictive Analytics: Talent Management to Build the Next Generation of Planning Professionals

As a leader, it is up to you to hire the talent you need to perform a range of functions and deliver value to the planning and S&OP process. That's hard enough at the best of times but is even more challenging as technology and organizational structures are evolving. But one thing remains constant: we need analytical skills, technological know-how, domain expertise and interpersonal skills. There's something even bigger we must strive for, however, and that is reaching talent management maturity. Mature companies have a highly developed system for talent management that incorporates culture, training, career pathways, and performance-based management. This ensures that you attract the right people, make sure they add value, and have the right career opportunities so they become highly effective value drivers for the long-term.

In this executive stream, you'll hear senior level panelists from a variety of companies and industries sharing strategies that have worked to best recruit, develop and retain talent in the field of demand management, predictive analytics, and S&OP. You'll see what skills are required in this crucial transitional period, how to find and develop them, and know how to define roles and responsibilities. This is a unique opportunity to see how senior panelists see the bigger picture, envision future requirements, and inspire and nurture the next generation of forecasters, analysts, planners and data scientists.

THE KNOWLEDGE YOU WILL GAIN INCLUDES:

- How to determine the optimal Demand Planning structure for your organization based on size and business complexity
- How to inspire the next generation for forecasting and planning career opportunities
- Women in planning and how to "challenge" your demand planning for more diversity
- The right balance of specific skills needed to succeed
- What types of training and coaching programs are needed for the changing planning landscape
- What incentive plans are being used by best-in-class leaders to recruit and retain talent
- How to manage more with limited or less people and resources

T O P I C S

EXECUTIVE STREAM 4

MODERATOR:

Jeff Baker, CPF
Education Advisor
**INSTITUTE OF BUSINESS
FORECASTING & PLANNING**

PANELISTS:

Patrick Bower
Senior Director, Global Supply Chain
Planning & Customer Service
COMBE INC.

Todd Gallant
Vice President, Planning &
Allocation
COLE HAAN

Tim Hotze
SVP Global Network Planning
and Global Intelligence
TARGET

Robert Kelly
VP Go-to-Market Luxury
Supply Chain
COTY INC.

Zachary Smith
Director - Demand Planning
& Replenishment
HANDCRAFT MANUFACTURING

Eric Wilson, CPF
Director of Demand Planning
ESCALADE SPORTS

The Amazon Effect: Planning And Forecasting For eCommerce/ Omnichannel & the New Consumer Market

The 'Amazon effect' has already changed the landscape of the retail marketplace but the disruption goes much deeper. As a result, demand planning and forecasting is very different to how it was just a few years ago. With eCommerce comes ePlanning and if you are not already forecasting and planning differently - you will be. Omnichannel is being adopted by retailers to enable a seamless shopping experience for their customers across all possible points of contact. This means forecasting for multiple sales channels and understanding the unique demand quirks, managing different data sets and figuring out how to allocate stock to different locations. With this comes new challenges, new types of data, new speed of planning, and new expectations.

In this brand-new executive stream, you will have the opportunity to learn insights from some of today's best and most innovative companies in this field. In this session you will hear from high level leaders on the nuances of eCommerce and omnichannel planning, challenges, and successes. If you work in retail or eCommerce, omnichannel is now a fact of life, and understanding the demand drivers for each channel will be the key to your survival.

THE KNOWLEDGE YOU WILL GAIN INCLUDES:

- eCommerce forecasting and new ways to look at predictive analytics over traditional forecasting methods
- eCommerce planning vs. traditional planning
- Using POS/consumption data for forecasting. Know how good your data is and build relationships with customers to access their data
- How to identify key demand drivers and incorporate them into your forecasts
- Some not-so-obvious Big Data sources to create demand signal insights
- How demand sensing and machine learning are helping plan omnichannel better

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BUSINESS PLANNING FORECASTING & S&OP FORUM

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EXHIBITION & SPONSORSHIP OPPORTUNITIES

The Institute of Business Forecasting & Planning (IBF) invites you to join us as a Sponsor and/ or Exhibitor for our upcoming **Leadership Business Planning & Forecasting Forum**. With over 100+ higher level supply chain, S&OP, and demand management professionals projected in attendance, you will enjoy an array of opportunities to develop qualified business leads, while nurturing existing relationships. Moreover, you will get a chance to engage decision makers and key influencers with the tools and solutions they need to address their ongoing business challenges.

We've identified the most valuable touch points for high-level networking at the forum, along with prominent brand exposure to directly align your organization with the forum.

* TOP-TIER SPONSORSHIPS INCLUDE:

- **VIP DINNER**
- **LUNCHEON SPONSOR**

Stand-out during Lunch and the rest of the forum with your branding. Get a chance to speak to the entire forum as our luncheon is the only place where every attendee can be found in one room.

* SPONSORSHIPS:

- **LANYARDS**
- **TOTES**

* BECOME AN EXHIBITOR:

Exhibiting at IBF's Leadership Forum provides a highly cost-effective means to develop sales leads, build brand recognition and complement your ongoing marketing efforts in the marketplace. Have a dedicated area for executives to view demos and talk to you about how to automate planning and forecasting processes with your solutions. (Included in all sponsorships)

INVESTMENT: \$3,000 (USD)

Includes exhibiting on October 21, access to forum sessions, continental breakfast, lunch and all networking opportunities for 2 persons at no extra charge.

EVENT SPONSORS



HOTEL ACCOMMODATIONS



LOEWS ROYAL PACIFIC RESORT AT UNIVERSAL ORLANDO

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Orlando, FL 32819

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Reserve your room today!

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FORUM

LEADERS



Lori Anter, *Director of Demand Planning, Medical Segment* | **CARDINAL HEALTH**

She joined Cardinal Health in 2017 and has 20 years' experience in Demand Planning and S&OP. In her current role as Director of Demand Planning, she oversees the Americas Demand Planning Department and Global consolidation of forecasts, develops new processes and drives change. Lori created a team of Demand Planners, developed the Demand Planning process and templates, and led the implementation of IBP during and through the completion of a Transition Service Agreement. Her prior roles include Global SIOP Leader at Honeywell, Pricing and Logistics Analyst at CVS, and Demand Planning Manager at NDS. Lori Anter is an active member of the New England IBF Chapter and has a passion for mentoring and coaching Demand Planners. She holds an MBA, Logistics, Materials and Supply Chain, from Bryant University.



Patrick Bower, *Senior Director, Global Supply Chain Planning & Customer Service* | **COMBE INCORPORATED**

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, Glaxo Smith Kline, 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 also the recipient of IBF's 2012 award for Excellence in Business Forecasting & Planning.



Dustin Deal, *Director of North America Business Operations* | **LENOVO**

Dustin is the Director of Business Planning & Operations at Motorola Mobility. Over the past 20 years he has held various functions at Motorola including Global Inventory Planning Global Demand Planning and North American Fulfillment Operations. Dustin earned a BBA in Operations Management from the University of Wisconsin Whitewater and his MBA from Texas Christian University.



Todd Dunn, CPF, *Director of Supply Chain* | **CATALENT**

Todd Dunn is currently the Director of Supply Chain for a major pharmaceutical company. He has held several management positions within Supply Chain and Production during his 29 years working for manufacturing and Supply Chain-focused companies. As project manager, Todd had successfully lead organizations to Class A MRPII certification and has facilitated the pre-S&OP and executive S&OP meetings for over 16 years. He holds a BSc degree in Business Management and holds the Michigan Certificate from the Ross School of Business at the University of Michigan. He has been a trainer and speaker at several Supply Chain & Demand Planning events across North America over the past 10 years and is also an IBF Certified Professional Forecaster (CPF) and CPIM certified.



Joe Eschenbrenner, ACPF, *Director of Demand and Supply Planning* | **PUMA NORTH AMERICA**

Joe Eschenbrenner serves as Director of Demand and Supply Planning for Puma North America. Joe's current responsibilities are focused in multiple areas driving "Speed to Market" and "Holistic Operational Efficiency". Joe's current responsibilities include Demand and Supply Planning, Merchandising Operations and Allocation/Launch. Prior to joining Puma North American, Joe was the Global Manager of Demand Planning for the Timken Company which serves diverse industries including Automotive, Heavy Truck, Off Highway, Rail, Wind Energy, Heavy Industries, and more. Joe holds an MBA and master's Degree in Finance from Rensselaer Polytechnic Institute (RPI) as well as a B.A. in Mathematics and Statistics from the University of Connecticut. Joe is a past President of the Automotive Market Research Council and an ACPF Certified Professional Forecaster through IBF.

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Todd Gallant, ACPF, Vice President, Planning & Allocation | **COLE HAAN**

Todd has extensive experience in coordinating demand planning processes and S&OP. He was involved in Finance, Customer Service, Supply Chain, and Sales Planning. He is a Certified Professional Forecaster (CPF) and holds a BS degree from Boston College and an MBA from University of New Hampshire with a focus in Supply Chain Management and Marketing. Todd is also a member of the Institute of Business Forecasting & Planning (IBF) Board of Advisors, and has served as a keynote speaker & panelist for IBF Executive Forums and conferences. Todd has also published in the IBF's Journal of Business Forecasting.



John Gallucci, Vice President, Demand Planning | **BAYER CONSUMER HEALTHCARE**

John Gallucci has over 20 years of business planning leadership experience, and is currently the Vice President of Demand Planning for Bayer's US Consumer Healthcare Division. He has authored innovative solutions in the areas of S&OP, inventory management, distribution, transportation, network optimization, and customer logistics. He has designed and implemented Executive S&OP and IBP processes in four companies, spanning the chemical, consumer goods, and food/beverage industries. John holds a B.S. with a dual major in Marketing and Business Management from Lehigh University, and has been CPIM certified since 2000. He has been a member of the IBF's Board of Advisors since 2008, and has served as a speaker and panelist for IBF Executive Forums on the topics of S&OP Optimization, Lean Forecasting, Talent Management, Integrated Demand Signals, and New Product Forecasting. In 2014, the IBF presented John with the "Excellence in Business Forecasting & Planning" award. Recipients of this award are driven by peer-nominations, on the merits of industry thought-leadership, delivering sustainable business results, innovating within the field, and expanding the industry's body of knowledge, while raising awareness for the field.



Steven Hainey, CPF, CPSM, CPIM, MCIPS, C.P.M., Director of Supply Chain, Process Solutions | **NEWELL BRANDS**

Steven has over 20 years' experience in global multi-site supply chain planning for Fortune 100 & 500 manufacturing companies. Steven has built up a wealth of knowledge and expertise in retail consumable goods, chemical materials and medical device products. He has also led numerous S&OP implementation and enhancement projects throughout his career. As the Director of Supply Chain for Jarden Applied Materials, he currently oversees the S&OP, production planning, procurement, warehousing and logistics for servicing big box retailers. Clients include Walmart, Lowe's, Home Depot and more. In a senior supply chain role at Honeywell Fluorine Products, he was accountable for all inventory planning elements, including the business's S&OP processes for their chemical plants, blending facilities and distribution centers across 7 countries. He led Fluorine Products to be Honeywell PMT's first BU to achieve a corporate audit of "Green" for S&OP tools and reporting.



Tim Hotze, SVP Global Network Planning and Global Intelligence | **TARGET**

Tim Hotze is Senior Vice President, Network Planning and Global Intelligence for Target. He oversees Target's future Supply Chain intelligence products as well as end-to-end operational functions for Network and Topology Planning, S&OP, and Guest Order and Availability Management. Before joining Target in November 2017, Tim held a number of leadership roles at Amazon covering Supply Chain Execution, Capacity Planning and Management, Inventory Placement and Labor Planning. He also spent more than a decade at Panalpina World Transport where he had responsibility for worldwide logistics and Supply Chain solutions as well as innovation management. He sat on the board of The Warehouse Education and Research Council and currently sits on the Advisory Board for the Institute of Business Forecasting and Planning (IBF). Tim holds a joint Master's degree in Industrial Engineering, Logistics and Supply Chain from the University of Technology in Darmstadt (Germany).



Robert Kelly, VP Go-to-Market Luxury Supply Chain | **COTY INC.**

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Larry Lapide, *Research Affiliate* | **MIT CENTER FOR TRANSPORTATION & LOGISTICS**

Dr. Larry Lapide is an MIT research affiliate and has over 30 years of experience in industry, consulting, research, and academia. He is a 2012 recipient of the IBF's inaugural Lifetime Achievement in Business Forecasting & Planning Award. He recently worked in MIT's Center for Transportation & Logistics where he managed the launch of its Supply Chain 2020 Project and oversaw its Demand Management research. He is also a part-time lecturer at the University of Massachusetts, and is a well-known frequent presenter at IBF and other supply chain events. His prior employment includes AMR Research/ Gartner, Accenture, and Data General. He has published in numerous publications, including his 14-year ongoing column in the IBF's Journal of Business Forecasting (JBF) and his co-authorship of a book on the impact of e-business on supply chain. Dr. Lapide holds an SMEE from MIT and a Ph.D. in Operations Research from the Wharton School.



Carlos Londono, *Head of Supply Chain* | **CHIPOTLE MEXICAN GRILL**

Carlos is the Head of Supply Chain at Chipotle Mexican Grill. Previously he led Supply Chain on a global level at O-I, and was the Director of Value Chain Planning for Starbucks. Prior to that he was Director of Integrated Supply Chain with HJ Heinz where he implemented the next generation of S&OP. Carlos is fluent in German, Spanish and Mandarin. He holds an MBA from the Babcock School of Business at Wake Forest University and an Industrial Engineering degree from EAFIT University in Colombia, South America.



Jeff Marthins, CPF, *Director of Supply Chain*

Jeff Marthins is no stranger to the Institute of Business Forecasting & Planning (IBF) as he is a regular workshop leader at conferences and IBF training programs. Jeff is an IBF Certified Professional Forecaster (CPF) since 2006. He joined Tastykake in 1985 and has worked in all facets of manufacturing and planning. His current role is Director of Supply Chain Operations and oversees the Demand Planning Department. Jeff led the production module of a SAP and other software implementations at the company. His background includes many years of manufacturing, which has provided him with a solid platform for the creation and development of the Demand Planning Department. Even though Jeff oversees many facets of the Supply Chain Operation, he still has a passion for Demand Planning and Forecasting. He was also the recipient of IBF's 2016 award for Excellence in Business Forecasting & Planning.



Michael Mastroianni, *Vice President, Global Supply Chain Planning* | **MEDTRONIC**



Glenn Pascrell, *SVP Merchandise Planning & Market Analytics* | **CITIZEN WATCH**

Glenn Pascrell is the Senior Vice President of Merchandise Planning and Market Analytics at Citizen Watch America. He is responsible for merchandise planning, inventory management, purchasing and product pricing for the US market. Competitive market research and analytics is his newest area of responsibility in this role. Prior to CITIZEN, Glenn held key merchandising and planning positions (including Director of Planning and Forecasting Manager roles) with Pfizer, VF Corporation and Cambridge Information Group. Glenn holds a bachelors' degree in English Literature and Philosophy and a master's degree in International Economics from Fordham University.

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Jody Rogers, *Director-Integrated Business Planning* | [CHARLES RIVER LABORATORIES](#)



Zachary Smith, *Director-Demand Planning & Replenishment* | [HANDCRAFT MANUFACTURING](#)

Zachary has over 15 years of business planning leadership experience and is currently the Director of Demand Planning & Replenishment for Handcraft Manufacturing. In addition to leading the demand and replenishment planning teams at Handcraft, he manages the customer ordering process, inventory management, and the supply chain technology teams. Zachary previously was the Supply and Demand Team Leader for Micron Technology's multi-billion dollar computer memory module business. He has served as the business expert on several enterprise-planning software implementations and led the design and implementation of the demand planning and replenishment processes at both Micron and Handcraft. Zachary has a BA from Brown University and an MBA from Lehigh University. He is an IBF Certified Professional Forecaster.



Eric Wilson, CPF, *Director of Demand Planning* | [ESCALADE SPORTS](#)
Director of Thought Leadership | [INSTITUTE OF BUSINESS FORECASTING & PLANNING](#)

Eric is the Director of Demand Forecasting at Escalade Sports. He has over 20 years' experience in supply chain, analytics, and business forecasting. He is an Certified Professional Forecaster (CPF) and a Board of Advisor member for the Institute of Business Forecasting & Forecasting. Eric has an established record in implementing and managing successful demand planning teams and is considered a visionary in his field. He featured in the Top 20 Pro's to Know by Supply + Demand Chain Executives in 2015, and was given the Excellence in Business Forecasting & Planning award by the IBF in 2016. He is also a frequent speaker and panelist for many executive forums and supply chain conferences, and has written numerous articles in publications such as Journal of Business Forecasting, and APICS Magazine.

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SCHEDULE

OF

EVENTS

WEDNESDAY, OCTOBER 21, 2019

7:00 AM – 8:00 AM

MORNING REFRESHMENTS & FORUM REGISTRATION

8:00 AM – 10:00 AM

Executive Stream 1:

A Data Driven Organization: Embracing Technology, Digital Transformation & Culture for the New Age Of Demand Planning

10:00 AM – 10:15 AM

MID-MORNING REFRESHMENTS | VISIT WITH EXHIBITORS

10:15 AM – 12:15 PM

Executive Stream 2:

The Competitive Advantage of the Future: Becoming The Powerful Minority Who Successfully Implement Integrated Business Planning (IBP or S&OP)

12:15 PM – 1:05 PM

LUNCH

1:05 PM – 3:00 PM

Executive Stream 3:

Leveraging Predictive Analytics: Talent Management to Build the Next Generation of Planning Professionals

3:00 PM – 3:15 PM

MID-AFTERNOON REFRESHMENTS | VISIT WITH EXHIBITORS

3:15 PM – 5:00 PM

Executive Stream 4:

The Amazon Effect: Planning And Forecasting For eCommerce/ Omnichannel & The New Consumer Market

5:00 PM – 5:15 PM

CLOSING REMARKS

6:00 PM - 8:00 PM

SPECIAL VIP DINNER

OCTOBER 20-23, 2019

**Business Planning, Forecasting & S&OP: Best Practices
Conference w/ Leadership Forum and 1-Day Forecasting
& Planning Tutorial**



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Please circle below the package you wish to purchase:

Registration Options	Silver Package	Gold Package	Platinum Package	Platinum Group Package (2 Persons)	Diamond Package	Diamond Package Group (2 Persons)	4th FREE! Diamond Group (4 Persons for price of 3)	Leadership Forum Only	Leadership Forum Only Group	Diamond Certify Package
SUPER EARLY BIRD PRICING Expires July 26, 2019	\$1,499(USD)	\$1,649(USD)	\$2,099(USD)	\$4,098(USD)	\$2,249(USD)	\$4,398(USD)	\$6,747(USD)	\$1,199(USD)	\$2,298(USD)	\$3,449(USD)
EARLY BIRD PRICING Expires September 24, 2019	\$1,599(USD)	\$1,749(USD)	\$2,199(USD)	\$4,298(USD)	\$2,349(USD)	\$4,598(USD)	\$7,047(USD)	\$1,299(USD)	\$2,498(USD)	\$3,549(USD)
REGULAR PRICING Expires October 19, 2019	\$1,699(USD)	\$1,849(USD)	\$2,299(USD)	\$4,498(USD)	\$2,449(USD)	\$4,798(USD)	\$7,347(USD)	\$1,399(USD)	\$2,698(USD)	\$3,649(USD)
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LEADERSHIP FORUM October 21, 2019			✓	✓	✓	✓	✓	✓	✓	✓
VIP LEADERSHIP DINNER & ENTERTAINMENT OCTOBER 21, 2019			✓	✓	✓	✓	✓	✓	✓	✓
BEST PRACTICES CONFERENCE October 22-23, 2019	✓	✓	✓	✓	✓	✓	✓			✓
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COCKTAIL RECEPTION OCTOBER 22, 2019	✓	✓	✓	✓	✓	✓	✓			✓
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