

# CSCMP Spain presents: 4th Supply Chain Leadership Forum

Barcelona, May 19<sup>th</sup> 2016

Hotel BCN Events (Castelldefels)



## Enabling Customer-Driven Supply Chains

Join us at our Annual Event where “C-Level” Supply Chain Executives and Professionals from FMCG, Automotive, Retail, Manufacturing, 3PL, Pharma and e-Commerce will share knowledge and insights on how to drive Customer Centric Supply Chains aligned to the markets they compete in.

Confirmed **Thought Leaders**, *Professor Dr. Tony Hines* and *Mrs. Lora Cecere*, will share a framework and insights on how to set successful **Customer Centric Strategies** from academic and research perspectives.

Outstanding companies such as **Amazon** and **Roland DG** will share their Customer Driven experiences.

Besides, aiming to go deeply on **CSCMP 5 Cornerstones®**, attendees will be able to participate and discuss, learn and share experiences and initiatives about **Supply Chain Innovation, Planning** and **Talent** in **practical workshops**.

Additional info:



[@CSMPSpainRT](#) - [#SCLForum16](#)



[CSCMP Spain Roundtable](#)



[www.cscmpspain.org](http://www.cscmpspain.org)



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Event in English

Special discounts for CSCMP members

**Register TODAY**

E-Mail us: [contact@cscmpspain.org](mailto:contact@cscmpspain.org)



# CSCMP Spain – 4th Supply Chain Leadership Forum 2016

The *Council of Supply Chain Management Professionals (CSCMP) Spain Roundtable* presents the 4<sup>th</sup> *Supply Chain Leadership Forum 2016* that this year aims to build on **Enabling Customer-Driven Supply Chains**.

This series of events was created as a response to the desire of facilitating dialogue, sharing knowledge and understanding of Operations and Supply Chain Management as well as facilitating communication, collaboration and connection through networking between professional and academia.

In this international event, thought leaders together with supply chain and operations management professionals, from different industries and academia, get together to share knowledge, insights, best practices and innovative ways to boost company performances by means of, continuously focus on customers and strive for aligning and integrating their Supply Chains to customers.

## Thought Leaders



### **Prof. Dr. Tony Hines**

Dr Tony Hines is Professor of Marketing at Manchester Metropolitan University, a regular contributor at leading international conferences and workshops and one of the first strategists to draw attention to the customer focused, market driven supply chain.

His research interests make sense of organization strategies, structures and relationships. He has interests in analytics and the impact of performance metrics within demand driven networks and supply chains.



Recent books include the highly acclaimed '*Supply Chain Strategies: Demand Driven and Customer Focused*'.

He was Director of PhD Programmes for 10 years and has worked with organizations across different industries in Europe, South Africa, Republic of Korea, Sri Lanka and the USA.

## *The 7V Framework Enabling Customer Focused Supply Chains*

All organizations need ways of enabling a customer focused supply chain. Mega trends, innovative technologies, the resource revolution, the ever-changing demands of fickle customers, digital disruptions, data streams, complex multichannel management, and leadership capabilities, all affect the ways in which we manage supply chain structures, strategies and relationships.

Organizations need to consider carefully how their supply chains deliver the customer promise. They need to balance risk and reward. Each supply chain configuration may differ but they have a common root from which to develop their strategies: The 7Vs.

Organizations have to align operational practices with strategies to achieve the strategic mission. Value is key to unlocking customer focused supply chain strategies. Organizations must not only consider their own value chain but the value chains of others that make up the supply network and most importantly focus their strategies and actions on the needs of the end customer. Value to the customer is determined managing the 7Vs: Volume-volatility, Velocity, Variety, Variability, Visibility, Virtuality and Value. Developing strategies adopting the 7V Framework has to be balanced against what competitors do to satisfy customers together with external constraints and internal cost considerations.

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## Mrs. Lora Cecere

Founder of the research firm *Supply Chain Insights* and a prolific writer, author of the enterprise software blog *Supply Chain Shaman*. Lora's weekly posts are read by 15,000 readers. She also writes a blog for Forbes and is a LinkedIn Influencer. She has 58,000 followers around the globe. Her co-authored book, *Bricks Matter*, published in December 2012, and her new book *Supply Chain Metrics That Matter* published in December 2014.



As an enterprise strategist, Lora focuses on the changing face of enterprise technologies. Her research is designed for the early adopter seeking first mover advantage.

With more than 30 years of diverse supply chain experience, Lora spent 9 years as an industry analyst with *Gartner Group*, *AMR Research*, and *Altimeter Group*. Prior to becoming a supply chain analyst she spent 15 years as a leader in the building of supply chain software and several years as a supply chain practitioner.

A continual learner who has a MBA from The Wharton School of Business, and a BS in Chemical Engineering from the University of Tennessee, Knoxville and currently is enrolled in a DBA program at Temple University in Research Methods.

## Defining a Successful Customer-Centric Supply Chain Strategy

When supply chain teams are aligned with commercial teams, with a clear focus on the customer, companies drive faster balance sheet results. In this presentation, Lora Cecere, founder of Supply Chain Insights will present new research on how to define and implement a customer-centric strategy. In the presentation, Lora will cover:

- ✓ What defines organizational alignment? Current state of organizations and strategies to drive and improve alignment.
- ✓ How do companies define customer-centric supply chains. Driving policy to action.
- ✓ Definition of outside-in processes and redefining demand.

## Case Studies



CASE STUDY

CUSTOMER

FOCUS

TBD

### ***Demand Driven Sales & Operations Planning: Global System Implementation at Roland DG***

By Jorge Calvo,  
President GSC Management  
Division. Executive Officer



### ***A truly Customer Centric Supply Chain***

By Mathias Ottitsch,  
Supply Chain Director South  
of Europe



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## About CSCMP & CSCMP SPAIN Roundtable

Founded in 1963, **Council of Supply Chain Management Professionals (CSCMP)** is the a global non-profit association, the preeminent professional association dedicated to the advancement and dissemination of research and knowledge on supply chain management. Currently serving over +64.000 supply chain professionals in +140 countries. It is the 1<sup>st</sup> World Association of Supply Chain Professionals, organized into Roundtables, 10 of them in Europe.

CSCMP mission is to connect, educate and develop Supply Chain professionals, like you, through their careers, globally.

**CSCMP Spain** was created in May 2010, and from the outset it has aroused great interest among professionals of Supply Chain & Operations Management function, confirming the need for globalization that has the collective in Spain and Europe. Today it has more than 1,100 followers and it is the 1<sup>st</sup> in Global Roundtables ranking.

Its mission is to develop the changing function of Supply Chain Management to professionals, improving and sharing Supply Chain Knowledge & Research, providing a global vision & networking to members & followers.

## CSCMP Supply Chain Cornerstones

We will discuss how to build around **Customer Driven Supply Chains** on each of **CSCMP Cornerstones**:



### #1 Economic Forecasts, Benchmarks, and Surveys

See for yourself how CSCMP's top partner companies and educators demonstrate excellence, innovation, and return on investment by addressing key challenges through provocative case studies, research findings, and collaborative panel discussions.

### #2 Leadership, Talent and Career

This cornerstone will introduce relevant talent and career drivers that will help you cultivate an environment that encourages diversity, career development, and leadership qualities, both inside and outside your company.

### #3 Manufacturing, Planning, and Sourcing

Understand manufacturing performance from a supply chain perspective and look at it in a true supply chain context. In these tracks, CSCMP will explore the seamless integration of manufacturing into supply chain strategy.

### #4 Supply Chain Solutions and Practice

We are all in business to significantly capitalize on the products and services we offer and be recognized for doing an exceptional job for customers. CSCMP has uniquely grouped education and interactivity so you can learn what other companies are doing to stay on top.

### #5 Transportation, Distribution, and Warehousing

More than just moving and storing freight, this cornerstone will cover the people, processes, information, risk management, reverse flows, and sustainable solutions that drive value and efficiency in the supply chain. Learn how to best energize and strengthen your supply chain's infrastructure to exceed your customers' expectations.

# CSCMP Spain – 4th Supply Chain Leadership Forum 2016

## AGENDA

Thursday, May 19th



09:00h Registrations & Networking Coffee



09:30h Welcome from CSCMP by Pam Schebeinreif  
CSCMP Director, Member Services & Roundtables



09:45h Case Study: To Be Confirmed



10:45h Thought Leadership: *The 7V Framework Enabling Customer Focused Supply Chains* by **Prof. Dr. Tony Hines**  
Faculty Member, Manchester Metropolitan University, Business School



11:45h Networking Coffee



12:10h Case Study: *Demand Driven Sales & Operations Planning: Global System Implementation at Roland DG* by **Mr. Jorge Calvo**  
President GSC Management Division, Executive Officer at Roland DG Corporation



13:10h Thought Leadership: *Defining a Successful Customer-Centric Supply Chain Strategy* by **Mrs. Lora Cecere**  
Founder & CEO, Supply Chain Insights



14:10h Networking Lunch



15:10h Paralel Practical Workshops:

- *Talent in SC:* Moderated by Andres Cortijos, CSCMP Spain Treasurer
- *SC Innovation:* Moderated by Miquel Serracanta, CSCMP Spain President
- *SC Planning:* Moderated by Fernando Gomez, CSCMP Spain VP Programs



16:45h Case Study: *AMAZON – A truly Customer Centric Supply Chain* by **Mr. Mathias Ottitsch**  
Supply Chain Director South of Europe



17:45h Workshops Summary by Moderators – CSCMP Board Members



18:10h Final Challenge by CSCMP Spain RT & CSCMP



18:30h Networking Cocktail (Event ends at 19:00h)





### *Barcelona Port Ship Tour – English Guided Tour*

*(Pre-registration needed, limited seats. ONLY for registered sclforum attendees)*

9:00h

8:45 hs: Meeting at Moll de les Draçanes (In front of Columbus monument)

9:00 hs: Ship departs from Port Terminal

10:00 hs: Ship returns to Port Terminal

10:10 hs: Group Photo & End of activity

**CSCMP SPAIN Roundtable**, in collaboration with **Transprime & Port de Barcelona**, gives you the chance to go through the layout and operations of Barcelona Port from the sea.

During one hour of navigation in the Barcelona Port Area and its piers, you will be able to easily understand the daily intense port dynamics in its different terminals.

You will be able to network with Supply Chain colleagues you have met the day before.

There are limited seats so please share your interest in joining the guided tour while registering to the conference. CSCMP members will have priority in the list. Thanks for your understanding if not all requests could be fulfilled.

***Join us !!!***



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## Afternoon practical Workshops

Attendees are able to participate and discuss, learn and share experiences and initiatives about **Supply Chain Topics** of interest in **practical workshops**. These workshops are an opportunity to learn from others and from Thought Leaders and Speakers who may participate as well.

CSCMP Spain Board Members moderate these workshops and no commercial activities are allowed.

### Supply Chain Topics

**Talent in Supply Chain:** The growing complexity and uncertainty of supply chains has a significant consequence: It is undergoing one of the most massive talent shifts we have ever seen. In this SC Talent Workshop will be able to discuss about emerging profiles, skills , capabilities and strategies to build a successful Supply Chain Talent Management.

**SC Innovation:** In this workshop you'll have the opportunity to discuss about recent and future developments of Global Supply Chains, especially focused in technology & improvements and how they will impact the design, planning & execution of future Supply Chains. Some topics that will be addressed include: 3D-Printing, Internet of Things, Self-Driving Cars/Trucks, Drones, Big Data, Virtual Reality ... amongst others.

**SC Planning:** Participate in this workshop to discuss, share and learn about how to approach planning when increasing maturity towards becoming demand driven. How to get ready for being able to align your Supply Chain to what customers' demand? Where should alignment stand? How important are visibility and data timeliness? What would be the boundaries between collaborative and traditional planning? What would be key competences for planners in a Demand Driven environment?

### Moderators

**TALENT in Supply Chain – Andrés Cortijos**

CSCMP Spain RT Treasurer. General Manager at Confectionary Holding. SCPRO® Teacher at EAE Madrid

**SC INNOVATION – Miquel Serracanta**

CSCMP Spain RT President. CEO at Solutions & Decisions. SC Masters Director at EAE Barcelona

**SC PLANNING – Fernando J. Gómez Calmaestra**

CSCMP Spain RT VP Programs & Education Chair. Operational Excellence Manager at Maxam

### Workshop Common Methodology (from 15:10h to 16:45hs in 3 different rooms)

1. Attendees will be grouped in small groups of 8-10, organized previously by CSCMP Spain RT to ensure diversity of each group
2. CSCMP Moderator welcomes and introduces the topic 5 mins
3. Moderator and an expert speaker will introduce the "AS IS" situation and "TO BE" future developments and launches a series of statements and/or questions to the small groups 15 mins
4. Each group will discuss internally questions/statements trying to reach consensus and agreed a summary 30 mins
5. A representative of each group will share their group insights to the rest (5 mins. per group) 25 mins
6. Open discussion for attendees to agree a final summary of the workshop discussions 25 mins

Moderators will summarize each session in a slide and share it later with conference attendees at 17:45hs.

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## Registration

Send an e-mail to [contact@cscmpspain.org](mailto:contact@cscmpspain.org) to register, indicating as reference SCLF2016, as well as the attendee's name, name of the company and current position. You will receive an acknowledgement by e-mail. Registration will be valid and confirmed just once registration fee has been paid. Understand that, to facilitate and maximize professional learning and networking experiences, event is open to a limited number of attendees.

<b>CSCMP Members</b>	Paid Members at <a href="http://cscmp.org">http://cscmp.org</a>	200€
<b>CSCMP Non-Members</b>	Register before 18/04/2016	300€
	Register after 18/04/2016	400€

*VAT is included*

**Payment:** Bank transfer to CSCMP Spain Roundtable, Banc Sabadell:

- IBAN: ES54 0081 0635 1600 0117 6127 .
- SWIFT: BSAB ESBB

### Notes

- 2<sup>nd</sup> and following attendants from the same company will have a 25% discount on the corresponding fee.
- When registering, attendees will need to choose Optional paralel Workshop that they wish to attend.
- Attendees interested in Port visit (guided tour) should indicate their interest (limited amount of seats).

## Organisers: CSCMP SPAIN Roundtable Board

### President

**Vice-President Membership**

**Vice-President Programs**

**Treasurer**

**General Secretary**

Miquel Serracanta

Natalia Fernández

Fernando J. Gómez-Calmaestra

Andrés Cortijos

Hernán Vázquez

### Board

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María Ballesteros

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Sara Domingo (Young Professional)

## Sponsors



## Collaborators





# CSCMP Spain – 4th Supply Chain Leadership Forum 2016

## How to arrive

### Venue:

#### **HOTEL SB BCN EVENTS**

Ronda de Can Rabadà, 22-24 08860 Castelldefels - Barcelona

+34 – 93-664.62.30 [www.hotel-bcneventscastelldefels.com](http://www.hotel-bcneventscastelldefels.com)

**Car:** Exit 46 of the C-32 motorway

**Train:** The train station is a 15-minute walk from the hotel. Every 10-15 minutes there are trains to Barcelona.

**Bus:** Buses L95, L96, L97, L99 connect the hotel with Castelldefels and the city of Barcelona.

**Plane:** Barcelona-El Prat Airport is just 8 miles from the hotel (15 minutes by car).

**Airport bus:** The L99 (Aeroport T1 – Avinguda Constitució in Castelldefels) bus stop is a 10-minute walk from the hotel.



**Note:** The hotel has free parking for conference attendees.

## Contact & Social Media Tracking



[contact@cscmpspain.org](mailto:contact@cscmpspain.org)



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[#SCLForum16](https://twitter.com/CSCMPSpainRT)



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