

# PUT THE SUPPLY CHAIN AT THE VANGUARD OF YOUR THINKING

— DR JOHN GATTORNA  
RECEIVING HIS 2018  
DISTINGUISHED SERVICE  
AWARD FROM MARY LONG,  
AT THE 2018 CSCMP EDGE  
CONFERENCE IN NASHVILLE



Supply chain management pioneer, author and award-winning thought leader Dr John Gattorna is planning an expanded Global Supply Chain ‘thought leadership’ Retreat Series in 2019 to help supply chain leaders deliver the ‘fast clock-speed’ they’ll need in the future.

Dr John Gattorna has been at the coal face of modern supply chain management from its very beginnings.

‘You could say that the modern era in supply chain thinking started circa 1960,’ Dr Gattorna says.

‘At the time, it was called physical distribution management (PDM). I became involved some 15 years later, in 1975, when I decided to leave my career in engineering behind and go to Cranfield University in the UK to study for my PhD in logistics.

‘I owe a great debt of gratitude to the many colleagues who have assisted me in my work over the last four decades. I could not have covered anywhere near the same ground without their generous support.’

## FROM COST FUNCTION TO BUSINESS IMPERATIVE

Dr Gattorna is today recognised globally as an innovator at the forefront of taking supply chain from a cost function to a business imperative.

His body of work takes the supply chain profession from the factory and distribution centre floors to the Board rooms as a strategic advantage for companies.

‘Gattorna’s dynamic alignment work has taught our companies how to move from a one size fits all supply chain to a tailored and segmented approach that is rooted in science and the voice of the customer.’ *Annette Clayton, CEO & President Schneider Electric NAM & CSCO*

Major blue chip corporations around the world that took his fledgling model from the conceptual stage to a finer level of granularity include Dell, Ralph Lauren, Unilever, Teys Australia, Schneider Electric and DHL.



## DISTINGUISHED SERVICE AWARD

Most recently, Gattorna was the recipient of the Council of Supply Chain Management Professionals (CSCMP) 2018 Distinguished Service Award, which was presented to him at its annual EDGE Conference in Nashville, Tennessee.



**Council of Supply Chain  
Management Professionals**

*Educating and Connecting the World's Supply Chain Professionals.™*



CSCMP's Distinguished Service Award is the industry's most prestigious honour, bestowed upon an individual for 'significant achievements in the logistics and supply chain management industry'.

The annual award was instituted in 1965 as a tribute to logistics pioneer John Drury Sheahan.

In addition to the Distinguished Service Award, Dr Gattorna will join iconic supply chain management achievers in the CSCMP's inaugural Supply Chain Hall of Fame, created to preserve and celebrate the history of the greatest, life-changing innovations and inventions within the supply chain management discipline.

## CHALLENGES FOR SUPPLY CHAIN PROFESSIONALS

Reflecting on his career, Gattorna recalls that the 1990s were a flat period with little progress because the much talked-about 'integration' was just not happening.

It was followed by exciting periods when rapid advances occurred, such as over the last decade, with all the developments in hi-tech and digitisation.

'As we look ahead, I see some challenges for supply chain professionals,' he says.

'We must move away from treating supply chain as just another function in the enterprise, and seek to have it accepted as a central philosophy, shared and embraced by all functions working together to fully satisfy customers' expectations.'

## THE HUMAN FACTOR

Related to this issue, he says more innovation is needed in the way we define and organise the work people do across the E2E supply chain.

'We also need a shift in mindset inside the enterprise to recognise that the subcultures formed therein, play a major role in the way we deliver our value propositions to meet customers' expectations.'

This will take sustained, authentic and relentless leadership from the top team.

'Marrying the human factor, inside and outside the enterprise, with technology developments (digitisation) of all types, is surely the key to future commercial success.'

Gattorna adds that the industry has come a long way in the last 50 years, but there is still a lot to do.

'You can make your own luck by consciously charting a course to prosperity for your enterprises, by always keeping supply chains in the vanguard of your thinking.'



The expanded, invitation-only 2019 GA SC 'though leadership' Retreat Series will be held in Sydney, Singapore, Cape Town, Hamburg and Amsterdam between February and June, 2019.

If you are interested in finding out more, please contact Dr John Gattorna or Ms Deborah Ellis.