



Dr. John Gattorna

Global Supply Chain Thought Leader & Author and Executive Chairman, Gattorna Alignment Pty Ltd Melbourne, Australia

Dr John Gattorna is at the forefront of supply chain 'thought leadership' in the world today. He has made it his passion in life to stay at the cutting edge, and the result is there for all to see and share in his last three books, the most recent being *Dynamic Supply Chains: Delivering Value Through People*, FT Prentice Hall, Harlow, 2010. The latter book, and the research that underpins it, for the first time offers a way of dealing with the 'new normal' operating environment, which is characterized by volatility, and yet more volatility.

Dr. John's work has taken on a 'whole-of-business' feel and scope because he steadfastly believes that you can only transform enterprise supply chains if you transform the enterprise itself, hence his multi-disciplinary approach to supply chain design.

For the last two decades Dr. Gattorna, also associated with the SCLG as 'Thought & Industry Leader', has been working with major blue chip corporations around the world to take his new model from the conceptual stage to a finer level of granularity; companies such as Dell; Unilever; Tey's Australia; and Schneider Electric. It has been a complex task, involving learning about, and combining, several disparate disciplines – consumer/customer behaviour; internal cultural capability of the enterprise; leadership styles; and of course the operational aspects of corporate logistics networks and supply chains. The unique quality about Dr. Gattorna's perspective is that he presents a multi-disciplinary whole-of-business approach to the design and management of enterprise supply chains, and this requires an eclectic mindset.

He has written several books along the way as his thinking has evolved, but his three (3) most recent titles have been seminal: *Living Supply Chains* (FT Prentice Hall, Harlow, 2006); *Dynamic Supply Chain Alignment*, Gower Publishing, Farnham, 2009); and *Dynamic Supply Chains* (FT Prentice Hall, Harlow, 2010). Dr. John Gattorna's hope is that his work and writings will inspire others who follow in his footsteps. Indeed, now (in these current volatile times) is the time to innovate in the enterprise to ensure sustainable operational and financial performance in the future. Some risks have to be taken in pursuit of new business models that can operate in the new volatile environments, and lift us all out of the doldrums that have pervaded world economics post-GFC.

Dr. Gattorna is Executive Chairman of a Sydney-based specialist advisory business, Gattorna Alignment Pty Ltd, and he collaborates with a large community of supply chain enthusiasts, worldwide. He is now one of the most respected supply chain 'thought leaders' in the world.

In December 2011, in Shanghai, Dr. Gattorna was named Supply Chain Asia 'Visionary of the Year'. ■

