

## Initiative

# A Master Class with **JOHN GATTORNA** on “Designing and Managing Enterprise Supply Chains” and **ISCM Supply Chain Strategy Summit 2014**

**Date:** 20<sup>th</sup> & 21<sup>st</sup> November 2014 **Venue:** Chambers, Hotel ‘The Orchid’, Near Domestic Airport, Mumbai

“Embracing  
creativity & ‘Design  
Thinking’ is vital  
when architecting  
enterprise supply  
chains”



# MASTER CLASS DESIGNING AND MANAGING ENTERPRISE SUPPLY CHAINS

*by Dr. John Gattorna*

20<sup>th</sup> NOVEMBER 2014

- 08:30-09:00** Registration & Coffee
- 09:00-10:30** Introductory comments and expectations  
Dynamic Alignment model  
Multiple supply chain configuration  
Exercise 1: Customer segmentation along behavioural lines
- 10:30-11:00** Morning break
- 11:00-12:30** Operational strategies for each generic supply chain type  
Exercise 2: Analysis of 'Current' vs. 'Ideal' strategies
- 12:30-13:30** Lunch
- 13:30-15:00** Shaping the required subcultures to propel the full array of supply chain types  
Developing the corresponding internal capabilities  
Exercise 3: 'Quick' culture diagnostic
- 15:00-15:30** Afternoon break
- 15:30-17:00** Leadership styles required to manage a multi-supply chain configuration  
Procurement- an integral part of the supply-side SC  
Role of outsourcing and the different business models available  
Exercise 4: Universal MBTI
- 17:00-17:30** Review, feedback, and closure  
Commitment to action

## ABOUT JOHN GATTORNA

John Gattorna has spent a lifetime working in and around enterprise supply chains, in many different capacities – line executive, researcher, consultant/adviser, teacher, mentor and author. For the last two decades John has been working with major blue chip corporations around the world to take his new model – Dynamic Alignment - from the conceptual stage to a finer level of granularity. He has written several books on Supply Chain Management. John is Executive Chairman of a Sydney-based specialist advisory business, Gattorna Alignment Pvt. Ltd, and he collaborates with a large community of supply chain enthusiasts, worldwide.

## WHO SHOULD ATTEND

The Master Class is aimed at senior supply chain and Marketing professionals who have the responsibility to design The Supply Chains for their organizations. It is also useful for Marketing heads as they are an essential part of The Supply Chain alignment team.

# SUPPLY CHAIN STRATEGY SUMMIT 2014

Shifting customer demand patterns and opportunities for revenue growth demand that companies align their operations and supply chains to the new realities of the marketplace. ISCM, in association with SCMPPro brings you a unique opportunity to hear and learn from the acclaimed masters of supply chain  
– *“The ISCM Supply Chain Strategy Summit 2014”*

21<sup>st</sup> NOVEMBER 2014

## WHO SHOULD ATTEND?

India's most important gathering of supply chain leaders, including: CXO's and senior supply chain professionals from sourcing, Distribution, Transportation, Planning, Demand Management, Supplier Relations, Quality and Marketing Regulations

## CONFERENCE AGENDA

### Keynote Speaker

**Dr. John Gattorna,**

“Designing and operating The Supply Chain to cope with the new normal of rapidly increasing complexity”.

### Theme Speakers

**Dr Mahender Singh,** Massachusetts Institute of Technology, Cambridge, USA.

“Rising Asian consumerism, APEC 2015 and supply chain complexities”.

**Dr Rakesh Singh,** Distinguished Visiting Professor, Great Lakes Institute of Management, Chennai India.

“Supply chain constraints at the last mile: Reaching India's Villages”.

**Miss Karen Redington,** Senior Vice President, Asia Pacific, and FedEx

“Internet of the Thing (IOT): How is it changing the new Supply Chain”.

**Dr Vaidy Jayaraman,** Professor, School of Business, University of Miami.

“Sustainable operations as supply chain strategy”.

## PANEL DISCUSSIONS

- **Talent Management and skill gap in logistics industry In India.**

Panel Chair: Kim Winter, Chairman, Logistics Executive Sydney Australia

- **Managing supply chains in disruptive times**

Panel Chair: Dr Rakesh Sinha, COO, Godrej consumer products Limited

- **Challenges facing Indian logistics solution providers.**

Panel Chair: Prem Varma, TML

- **Impact of disruptive technology on supply chains**

Panel Chair: S Ravi Kumar, EVP Infosys

- **Reaching the last miles: Few alternative routes**

Mr. Vijay Mahajan, Founder and Chairman, Basix

- **Challenges for supply chain IT solutions providers**

Panel Chair: To be decided

# A UNIQUE GATHERING OF OVER 35 SPEAKERS AND 100 PLUS SENIOR INDUSTRY PROFESSIONALS

FEE for **MASTER CLASS : Rs 30,000** + 12.36 ST

FEE for **SUMMIT : RS 10,000** + 12.36 ST

FEE for **BOTH : RS 35,000** + 12.36 ST

**DISCOUNT**  
**3 people from same organisation 10%**  
**4 and above people from the same organisation 15%**

## REGISTRATION FORM (To be filled in BLOCK LETTERS)

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Preferred Name for Badge \_\_\_\_\_

For Master class ☐ For Summit ☐ For Both ☐

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Cheque / Demand Draft should be drawn in favour of: "Institute of Supply Chain and Management Pvt. Ltd." payable at Mumbai.

**Please fill the form and send it to the below address OR [sanjay@iscmindia.in](mailto:sanjay@iscmindia.in)**

### Sanjay Gupta

Institute of Supply Chain and Management Pvt. Ltd.,  
301, Ganesh Krupa, Shahaji Raje Marg,  
Vile Parle (East), Mumbai 400057  
Website: [www.iscmindia.net](http://www.iscmindia.net)

