

# Deborah Ellis

## MANAGING DIRECTOR GATTORNA ALIGNMENT



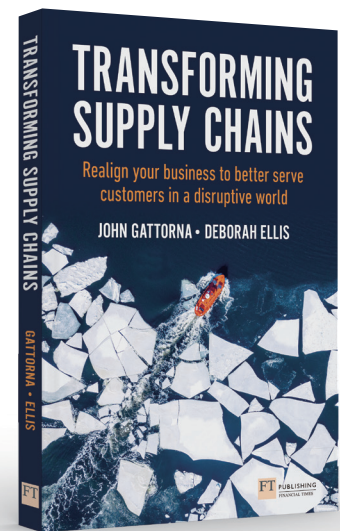
Deborah Ellis has conducted strategy and supply chain consulting projects over the last 20 years in Australia, Asia, Europe and the US in diverse industries including fashion, consumer goods, retail, industrial, resources, banking, and agriculture. Apart from Gattorna Alignment she has consulted with LCP (Logistics Consulting Partners) in HongKong.

Earlier in her career she held operational roles in logistics with Mars and Swire Group companies in Australia. Prior to moving to consulting she headed the Logistics function for Master Foods in Australia.

As a consultant, Deborah has led strategic and analytical engagements including network modelling projects, and a series of ground-breaking projects for the Australian banking industry, applying supply chain principles to the distribution of cash. She has collaborated with Dr John Gattorna on industry level supply chain strategy for the Hunter Valley Coal Chain, the Australian Meat and Livestock industry and the Western Australian Grains industry and on research for the Textiles, Clothing and Footwear Industry.

The projects conducted with companies have been diverse. In recent years Deborah has managed strategy projects using the Dynamic Alignment frameworks and advanced decision support for greatly dissimilar businesses including one of the world's leading apparel brands –Ralph Lauren, a major multi-national FMCG company – Unilever, a multi-national pharma company – Roche Pharmaceuticals, Australia's largest red meat export business – Teys Australia, a leading global industrial company – Schneider Electric, and a range of other businesses from a Swiss-based global 3PL to rapidly growing medical technology businesses.

Deborah takes a very holistic view of the end-to-end supply chain – and considers them both pervasive and high impact. A 3 star Michelin restaurant and the moon landing are both examples of highly effective supply chains. They have in common a clarity of purpose that drives day-to-day decisions, resource allocation and organizational energy in a constructive and meaningful way. Designing aligned strategies and supply chains that have a clear mission is the goal Deborah pursues in Gattorna Alignment projects.



**DEBORAH ELLIS AND JOHN GATTORNA ARE LONG TERM COLLABORATORS ON THE DESIGN AND MANAGEMENT OF ENTERPRISE SUPPLY CHAINS.**

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### DEBORAH ELLIS

debellis@gattornaalignment.com  
m. +61 405 314 541

**[gattornaalignment.com](http://gattornaalignment.com)**

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