



CSCR



LEHIGH
UNIVERSITY

CENTER for
SUPPLY CHAIN
RESEARCH

Lehigh CSCR Newsletter March 2018



DIRECTOR'S WELCOME

Welcome to our March issue of the Lehigh Center for Supply Chain Research (CSCR) newsletter. In this edition our focus is on the upcoming Spring Symposium that will be held April 12 and April 13, here at Lehigh University.

We have two keynote presentations to start the program with Ed Feitzinger, Vice President, Amazon Global Logistics taking about Amazon and its drivers in an Omni Channel Environment. This will be followed by a Panel Session on Digital Disruption in Today's Retail/CPG supply Chain. This panel will be moderated by Peter Edlund, Chief Solutions Evangelist from DiCentral, and include representatives from Retail, Consumer Packaged Goods (CPG) supplier and a 3PL company.

There are 8 sessions planned with great speakers on topics that range from Phantom Inventory to Block Chain. A full listing of all the sessions and the speakers can be found on the third page of this newsletter.

For more information about our Spring Symposium and to register for the conference, please go to our website:

<https://cbe.lehigh.edu/centers/lehigh-center-for-supply-chain-research/spring-symposium-2018>

See you at the Spring Symposium!

Zach Zacharia, Ph.D

SPRING SYMPOSIUM ISSUE

LEHIGH CSCR
Spring Symposium

SCM MAJORS ONLY

CSCR

Free for Lehigh Students and Faculty
\$345 for Non-Lehigh Participants

LEHIGH UNIVERSITY | **CENTER for SUPPLY CHAIN RESEARCH**

E-COMMERCE AND ITS IMPACT ON SUPPLY CHAIN MANAGEMENT COMPETITIVENESS

The Lehigh Center for Supply Chain Research (CSCR) Spring Symposium is an opportunity to learn from academic and industry experts about the changing supply chain environment as E-commerce continues to rapidly evolve. There will be keynote presentations on Omni Channel and Drop Shipment in addition to international presentations to illustrate new and innovative solutions to common supply chain issues. There will also be interactive workshops where participants will be provided opportunities to ask questions and learn from each other. Finally there will be ample opportunities to network at the opening reception, lunch break and closing reception with industry peers, Lehigh University students and Lehigh University faculty.

APRIL 12-13th, 2018

Iacocca Hall, Wood Dining Room

REGISTER NOW

Professor Zach Zacharia - zacharia@lehigh.edu

<https://cbe.lehigh.edu/centers/lehigh-center-for-supply-chain-research/spring-symposium-2018>

SPRING SYMPOSIUM SCHEDULE

CSCR SPRING SYMPOSIUM
E-COMMERCE AND ITS IMPACT ON SUPPLY CHAIN
MANAGEMENT COMPETITIVENESS

Friday, April 13, 2018
Iacocca Hall | Wood Dining Room

7:00-8:00AM **Registration and Full Breakfast**

8:05-8:15AM **Welcome**
Georgette Chapman Phillips | Kevin and Lisa Clayton Dean | Lehigh University | College of Business and Economics
David Welsh, Executive Director of Executive Education
Zach Zacharia, Ph.D., Associate Professor, Director CSCR

8:15-9:00AM **Session 1: Amazon's Drivers in an Omni Channel Environment**
Ed Feitzinger, Vice President, Amazon Global Logistics

9:00-9:45AM **Session 2: DiCentral Panel Session- Digital Disruption in Today's Retail/ CPG Supply Chain**
Moderator: Peter Edlund, Chief Solutions Evangelist, DiCentral
Panelists: Wendy Ruggiero, Direct to Consumer (Drop Ship), Operations, E-Commerce (Retailer Perspective)
Mitch Spaner, Director of Logistics, MCM Products Americas (CPG Perspective)
Becky Kim, Becky Kim, Managing Partner, Your Personal Shipper LLC (3PL Perspective)

9:45-10:00AM **Break**

10:00-10:45AM **Session 3: Building Better Connections Across Your Supply Chain**
Jamie Flinchbaugh, Founder, J. Flinch & Old Dutch Group LLC

10:45-11:30AM **Session 4: Serving E-commerce - The Evolution of a Retailer**
Carl Marcinkowski, Vice President, Destination Maternity

11:30-12:30PM **Buffet Lunch**

12:30-1:15PM **Session 5: Breakout Sessions**
Breakout Session A: Tower Room
A Just Born Quality Confections and Lehigh CSCR Partnership Case Study in Seasonal Distributions Requirements Planning
Bill Donbar, Procurement Project Manager, Just Born Quality Confections, Inc.
William Negrón, Logistics Supervisor Just Born Quality Confections, Inc.



CSCR SPRING SYMPOSIUM
E-COMMERCE AND ITS IMPACT ON SUPPLY CHAIN
MANAGEMENT COMPETITIVENESS

Friday, April 13, 2018
Iacocca Hall | Wood Dining Room

Breakout Session B: Governor Suite
Benefits of Technology Utilization in the Supply Chain
Marsha Vacirca, Program Director, MercuryGate

1:15-2:00PM **Session 6: Breakout Sessions**
Breakout Session A: Tower Room
The Air Products Planning Journey
Seth Flanders, Planning Project Manager, Air Products and Chemicals, Inc.

Breakout Session B: Governor Suite
Phantom Inventory in Retail
Daniel Steeneck, Assistant Professor of Supply Chain and Logistics, Air Force Institute of Technology


2:00-2:15PM **Break**

2:15-3:00PM **Session 7: Reinventing supply chain & finance using Blockchain**
Rich De Moll, Blockchain for Finance Leader, Deloitte Consulting, LLP

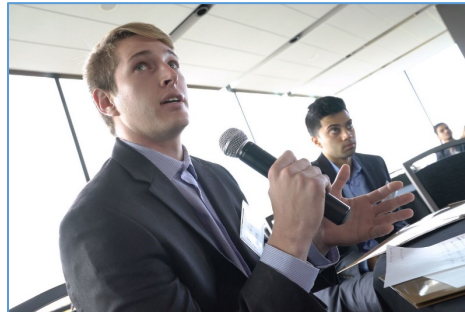
3:00-3:45PM **Session 8: Collateral impacts of omnichannel on consumer goods packaging**
Dario Martino, Global Manager, Baby Franchise, Johnson and Johnson

3:45-4:00PM **Closing Comments and Wrap-Up**
Zach Zacharia, Ph.D., Associate Professor; Director, CSCR

4:00-5:00PM **Closing Reception**



PHOTOS FROM THE FALL FORUM



THE SECOND ANNUAL SPRING SYMPOSIUM IS ON APRIL 12-13, 2018. THERE WILL BE NUMEROUS INDUSTRY EXPERTS SPEAKING ON THE TOPIC OF “E-COMMERCE AND ITS IMPACT ON SUPPLY CHAIN MANAGEMENT COMPETITIVENESS”.



The Fall Forum that was held on November 9 and 10 in 2017 brought in over 110 attendees to Iacocca Hall, at Lehigh University, overlooking the Bethlehem fall foliage. The theme was “**Real World Supply Chain Solutions for Long Term Competitive Advantage.**” Registrants listened to keynote presentations illustrating innovative solutions to supply chain issues, and participated in interactive workshops enabling participants to learn from each other and academic and industry experts.

After the success of the Fall Forum, Lehigh CSCR is now preparing for the Spring Symposium that will take place April 12 and 13, 2018 with the theme of **E-Commerce and Its Impact on Supply Management Competitiveness.** Keynote speakers include Ed Feitzinger, Vice President of Amazon Global Logistics, Dario Martino from Johnson and Johnson, and many more, who will speak about the effect of E-Commerce on the supply chain of their companies, and new methods to control this major change in the industry.

This Spring Symposium begins with a reception at 6:00 PM on Thursday, April 12 and a whole day event on Friday, April 13. The reception on April 12 will include networking with supply chain industry professionals from various companies as well as the opportunity to meet Lehigh Supply Chain Graduate and Undergraduate students. On April 13, the registration and Continental Breakfast will open at 7:00 AM and our symposium will begin at 8:00 AM. There will be eight speaker sessions from a wide range of companies, as well as breakout sessions for individuals to meet and connect with other professionals, and learn about their most recent supply chain tactics.

Registration for the Spring Symposium is still open and can be found on the CSCR website or through this link:

<https://cbe.lehigh.edu/centers/lehigh-center-for-supply-chain-research/spring-symposium>

Check out our Facebook page to see the video from the 2017 Fall Forum and keep up to date on all upcoming CSCR events and news:

<https://www.facebook.com/LehighCSCR/>

Contact Us

Lehigh CSCR

Zach Zacharia, Ph.D.

Director

610.758.4433

<http://cbe.lehigh.edu/cscr>

zacharia@lehigh.edu