

CSCRL SPRING SYMPOSIUM

DEMAND DRIVEN SUPPLY CHAINS

APRIL 16-17, 2020

SPEAKER BIO

KEITH LAUNCHBURY

PRESIDENT

KEITH LAUNCHBURY & ASSOCIATES



SESSION TITLE

A SUPPLY CHAIN MANAGEMENT IS
ON THE WAY OUT! THE WORLD
NEEDS DEMAND DRIVEN

Keith is the president of Keith Launchbury & Associates, a company that since 1983 has been committed to providing practical, realistic and innovative ideas for the improvement of business operations. He is a renowned and accomplished international speaker, educator and author. Certified by APICS in three program areas, CFPIM, CIRM and CSCP, he served as International President and Chairman of the Board of APICS in 1991, and as Chair of the Curricula and Certification Council from 1995 to 1997. He is the author of two APICS courses, the Master Planning of Resources, and the Principles of Planning. In addition he is a Professional Demand Driven Planner and Leader and is a Master Instructor for the Demand Driven Institute.

He has published numerous checklists and articles, and he is the author of the following business books:

“Business Intelligence, lessons learned from the oxymorons at work”

“Intelligent Business, lessons learned from the experts at work.”

“The Journey, unleashing the power of business integration” a business novel with Claire Bloom

In addition he has also written the following books with Claire Bloom:-

“Getting Better: My journey through Transverse Myelitis, and lessons for Health Care Professionals, Patients and Families”

“All Systems Down, one families path to survival in the post-apocalyptic world created by climate change”

