

CSCRL SPRING SYMPOSIUM

Demand driven supply chains as an enabler for resilience in supply chain planning
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Markus Geutler Speaker BIO



Session Title

Demand driven supply chains
as an enabler for resilience in
supply chain planning

Markus is the US Partner for Supply Chain Management and Operations within the CAMELOT Consulting Group, a globally operating consulting specialist dedicated to the value chain. With more than 16 years of business consulting experience, he has led major supply chain transformation projects at various global companies.

Throughout his career, Markus often had the opportunity to observe and experience the various shortcomings of traditional supply chain planning processes first hand. It therefore really was a matter close to his heart to have the opportunity to extensively evaluate, promote and most importantly successfully apply a real paradigm shift in supply chain planning during the last years, based on demand driven supply chains.

He has worked in various industries during his career, recently focusing especially on the life science, consumer goods and industrial manufacturing industries

Markus is a graduate from the Karlsruhe Institute of Technology (KIT) in Germany and holds a master's degree in industrial engineering and management.

