



GLOBAL OPERATIONS CONFERENCE

UNIVERSITY OF MICHIGAN

Disrupting the Competitive Landscape through Operations

November 5-6, 2015



TAUBER INSTITUTE
FOR GLOBAL OPERATIONS
UNIVERSITY OF MICHIGAN

WELCOME

We want to formally welcome you to the 9th annual Global Operations Conference at the University of Michigan. The Global Operations Conference, organized by the Tauber Institute for Global Operations, brings together industry leaders, faculty, and students to discuss the leading topics and pervasive issues related to supply chain and operations.

The conference's aim is to provide information and insights to a broad audience, and this year we are excited to have industry representation from aerospace and defense, industrial products, retail, technology, energy, and other industry sectors while also having broad functional exposure including representatives from supply chain, operations, risk, business development, and others.

This year's conference will center on the theme, **"Disrupting the Competitive Landscape through Operations"**. The conference will be a mix of keynote speakers and panel discussions around the following topics:

Big Data & Predictive Analytics

Additive Manufacturing Opportunities

Global Risk in the Supply Chain

Corporate Social Responsibility


Operational Integration Opportunities related to M&A

The entire GOC would like to thank you for joining us for this amazing two day event. We sincerely hope you enjoy your experience at this year's Global Operations Conference.

Best regards,



Brent Hasenkamp
GOC Co-Chair
MBA Candidate, Class of 2016



Carrie Johnston
GOC Co-Chair
MBA Candidate, Class of 2016

All events take place at the Ross School of Business.

Thursday, November 5th

12:00 – 6:00 pm	PwC and Strategy& Case Competition Finals & Sponsor Companies' Office Hours	Colloquium
6:00 – 7:00 pm	Welcome Reception	
7:00 – 8:00 pm	Dinner	
7:15 – 7:30 pm	Opening by Joel Tauber	
7:30 – 7:45 pm	Case Competition Winner Announcement	
7:45 – 8:45 pm	Keynote Address by Toby Brzoznowski (Co-Founder, Executive Vice President, Llamasoft)	
8:45 – 9:00 pm	Close	

Friday, November 6th

8:00 - 8:30 am	Breakfast	Colloquium
8:30 - 8:45 am	Opening	
8:45 – 9:45 am	Keynote Address by Greg Morris (General Manager, Additive Manufacturing, GE Aviation)	
10:00 – 11:00 am	Panel: Managing Global Risk	R1230
	Panel: Creating Extreme Industrial Innovation	R2220
11:00 am - 12:00 pm	Panel: Exceeding Customer Expectations	R1230
	Panel: Corporate Social Responsibility	R2220
12:00 – 1:00 pm	Lunch and Keynote Address by Jeff Krakowiak (Senior Vice President, Eaton)	Colloquium
1:00 – 2:00 pm	Student & Company Networking Hour	
2:00 – 2:15 pm	Close	

KEYNOTE

Toby Brzoznowski

Thursday Evening Keynote



Toby Brzoznowski is the **Co-Founder and Executive Vice President of Llamasoft**, leading the global sales, marketing and business development teams. Over the last decade, he has helped bring supply chain design into the corporate mainstream as a key business process and competitive weapon, and has positioned Llamasoft as the leading global supply chain design technology provider.

Toby is a frequent presenter and panelist at supply chain and logistics leadership forums, has been named a 'Pro to Know' and has authored dozens of articles on the growing importance of supply chain design as a key competitive weapon. Toby has over 20 years of experience in building and growing technology businesses, primarily focused on process improvement and analytics. His expertise has been used to launch new technologies into mainstream use at global Fortune 500 businesses. He is a graduate of the University of Michigan.

Greg Morris

Friday Morning Keynote



Greg Morris joined GE Aviation in late 2012 with the acquisition of his two companies Morris Technologies and Rapid Quality Manufacturing. Greg is one of the **Leaders of Additive Technologies within GE Aviation** and works closely with all of GE's businesses to promote and integrate additive manufacturing into a broad array of products and processes.

Greg has been involved in the Additive Manufacturing industry since 1994 and has written numerous related articles and presented at various trade shows, including SME's RAPID Show, Aerospace Design Expo, EuroMold, AeroTech, MoldMaking Expo, IMTS, PDx/Amerimold and AIRTEC. Greg is a current Board member of SME, the DaytonDefense Board and Boston University's Industrial Advisory Board.

Jeff Krakowiak

Friday Afternoon Keynote



Jeff Krakowiak was named **Senior Vice President of Sales, Service and Emerging Markets (Electrical Sector - EMEA) at Eaton** in November of 2015. Most recently, Krakowiak served as Integration leader for the Cooper Industries acquisition. Previously, he served as vice president and general manager, Canada, Electrical Sector Americas; as Eaton's senior vice president, Corporate Sales and Marketing; and as the Automotive Group's director of sales for the Ford Motor Company account. Krakowiak joined Eaton in 2005 from Visteon

as the automotive group's director of Ford sales and previously worked for Ford Motor Company in a variety of operating positions.

Krakowiak holds a bachelor's degree in electrical engineering and a master's degree in business administration from the University of Michigan. He also holds a master of science degree in engineering from Purdue University in Indiana.

Krakowiak also serves as a board member of Cleveland Catholic Charities and Saint Vincent Charity Hospital and is a member of the Global Student Support Committee for the University of Michigan Victors Campaign.

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PANEL 1 — 10:00am - 11:00am / R1230

Managing Global Risk in a Complex Supply Chain

How companies are managing their increasingly complex supply chains in a global environment that is fraught with risks ranging from geopolitical concerns, currency fluctuations, natural disasters, and other issues?



MODERATOR

Ravi Anupindi

*David B Hermelin Professor of Business Administration;
Professor of Technology and Operations
Ross School of Business*

PANEL MEMBERS:

- Riddish Dubal, *Managing Director, Alvarez & Marsal Co.*
- Adam Martin, *Director of Operations, Engine Management The Boeing Company*
- Tom Easthope, *Senior Enterprise Risk Manager, Microsoft*
- Peter Frank, *Principal, US Leader CIPS Risk Consulting, PricewaterhouseCoopers LLP*
- Scott Metcalf, *Supply Chain Consultant, Grainger*

PANEL 2 — 10:00am - 11:00am / R2220

Creating Extreme Industrial Innovation

How are connected devices and big data creating efficiency improvements for companies within their manufacturing network?



MODERATOR

Amitabh Sinha

*Associate Professor of Technology and Operations,
Co-Director of the Joel D. Tauber Institute for Global Operations
Ross School of Business*

PANEL MEMBERS:

- Laurent Becher, *Partner, Deloitte Consulting*
- Elisabeth Smith, *President and CEO, Acutec Precision Machining*
- Andrew Burgess, *Senior Manager, Business Intelligence and Analytics, BCA Quality, The Boeing Company*



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Exceeding Customer Expectations in an Increasingly Competitive Environment

How are predictive analytics and big data influencing supply chain strategies to exceed ever increasing customer expectations?



MODERATOR

Hyun-Soo Ahn

Michael R. and Mary Kay Hallman Fellow, Professor of Technology and Operations, Faculty Director-Master Supply Chain Management Ross School of Business

PANEL MEMBERS:

- C. Kevin Harrington, *GM Global Operations Services, Microsoft*
- Riddhish Dubal, *Managing Director, Alvarez & Marsal Co.*
- Farhan Khan, *Sr. Manager, Capacity Planning, Amazon*
- Sara Ali, *Business Development Manager, Microsoft*

Focusing on Corporate Social Responsibility Throughout the Supply Chain

How are companies creating sustainable supply chain practices in a world with varying regulatory requirements, and how are they using these practices as a competitive advantage?



MODERATOR

Marina v.N. Whitman

Professor of Public Policy and Professor of Business Administration Gerald R. Ford School of Public Policy Ross School of Business

PANEL MEMBERS:

- Cherry Burke, *Global Supply Chain Safety and Sustainability Expertise Director, Dow Chemical*
- Elliot Forsyth, *Vice President of Business Operations, Michigan Manufacturing Technology Center*
- Peter Grady, *Former CEO, Maserati*
- Julie Bogas, *Partner Advisory Services, PricewaterhouseCoopers LLP*



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Co-Chair



Carrie Johnston
Co-Chair

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Sponsorship: Lucius Clay, Nabeel Kasim

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Marketing: Amanda Bayagich, Dave Mazur

Logistics: Mike Quan, Kelly Ogiesoba

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Technology: Luyi Chen

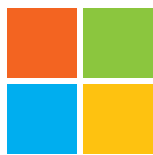
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