GLOBAL OPERATIONS CONFERENCE
UNIVERSITY OF MICHIGAN

Disrupting the Competitive Landscape through Operations

November 5-6, 2015
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
\textit{All events take place at the Ross School of Business.}

**Thursday, November 5th**

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<th>Time</th>
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<td>12:00 – 6:00 pm</td>
<td>PwC and Strategy &amp; Case Competition Finals &amp; Sponsor Companies’ Office Hours</td>
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<tr>
<td>6:00 – 7:00 pm</td>
<td>Welcome Reception</td>
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<td>7:00 – 8:00 pm</td>
<td>Dinner</td>
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<td>7:15 – 7:30 pm</td>
<td>Opening by Joel Tauber</td>
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<td>7:30 – 7:45 pm</td>
<td>Case Competition Winner Announcement</td>
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<td>7:45 – 8:45 pm</td>
<td>Keynote Address by Toby Brzoznowski (Co-Founder, Executive Vice President, Llamasoft)</td>
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**Friday, November 6th**

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<tr>
<td>8:00 - 8:30 am</td>
<td>Breakfast</td>
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<tr>
<td>8:30 - 8:45 am</td>
<td>Opening</td>
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<tr>
<td>8:45 – 9:45 am</td>
<td>Keynote Address by Greg Morris (General Manager, Additive Manufacturing, GE Aviation)</td>
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<tr>
<td>10:00 – 11:00 am</td>
<td>Panel: Managing Global Risk</td>
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<td>Panel: Creating Extreme Industrial Innovation</td>
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<tr>
<td>11:00 am - 12:00 pm</td>
<td>Panel: Exceeding Customer Expectations</td>
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<td></td>
<td>Panel: Corporate Social Responsibility</td>
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<tr>
<td>12:00 – 1:00 pm</td>
<td>Lunch and Keynote Address by Jeff Krakowiak (Senior Vice President, Eaton)</td>
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<td>1:00 – 2:00 pm</td>
<td>Student &amp; Company Networking Hour</td>
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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 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:
- Riddhish 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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Most graduates drive cars. Some drive the future.
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?

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?

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
In 1845, Deloitte started with one individual.
Our vision is to change the way the world works, lives, plays, and learns. We are proud of the part that we have played in making the Internet what it is today. We’re entering the next era of the Internet, the Internet of Everything, an era where we’ll create unprecedented value by connecting the unconnected. It’s a global industry phenomenon, driving the biggest market transition for Cisco and our customers through the intelligent connection of people, process, data, and things. It’s where everything is converged on the Internet, making networked connections more relevant and valuable than ever before.

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To find out more: cisco.com/go/universityconnection

University Connection
Join the Conversation:
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### Chairs:

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<td>Sponsorship</td>
<td>Lucius Clay, Nabeel Kasim</td>
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<td>Allison Holmgren</td>
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<td>Amanda Bayagich, Dave Mazur</td>
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<td>Technology</td>
<td>Luyi Chen</td>
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THANK YOU

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Powering Business Worldwide

Eaton is a diversified, power management company providing energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power. A global technology leader, Eaton acquired Cooper Industries plc in November 2012. The 2012 revenue of the combined companies was $21.8 billion on a pro forma basis. Eaton has approximately 103,000 employees and sells products to customers in more than 175 countries. For more information, visit www.eaton.com.

Microsoft

Microsoft’s mission is to enable people and organizations throughout the world to do more and achieve more by creating technology that transforms the way people learn, work, play, and communicate. We develop and market software, services, and devices that deliver new opportunities, greater convenience, and enhanced value to people’s lives. We do business worldwide and have offices in more than 100 countries.

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Together, PwC and Strategy& (part of the PwC network) have created the world’s leading strategy-through-execution firm. We saw that the consulting industry was rapidly converging so we made a bold move to lead that change. If you have bold ideas and a pioneering spirit, if you think like an entrepreneur, and if you want to build something great, come join our team!
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Deloitte. Deloitte is led by a purpose: to make an impact that matters. This purpose defines who we are and extends to relationships with our clients, our people and our communities. We believe that business has the power to inspire and transform. We focus on education, giving, skill-based volunteerism, and leadership to help drive positive social impact in our communities.

Steelcase. For 100 years, Steelcase has been bringing human insight to business by studying how people work, wherever they work. Those insights can help organizations achieve a higher level of performance by creating places that unlock the promise of their people. Steelcase is a global publicly traded company leading our industry with fiscal 2013 revenue of approximately $2.9 billion and nearly 10,400 employees around the world.