Operations in a Dynamic World

November 2-3, 2017
The Global Operations Conference brings together industry and academia leaders to share best practices, debate current issues, and advance the worldwide practice of operations.

The world of operations is changing rapidly and businesses must adjust their models to keep up. The dynamic landscape is pushing companies to redefine industry standards; constantly evolving technology, sustainable innovation, a focused effort globalization, and the transition to “smart factories” are permeating all aspects of operations.

This year, the Tauber Institute seeks to explore the ever-changing world of operations through the conference theme: Operations in a Dynamic World. We are excited to hear from leading industries on the topics of Sustainability, Forecasting, Industry 4.0, and Globalization.

Hannah Shapiro
GOC Co-Chair
MSE, Industrial and Operations Engineering, Class of 2018

Shannon Watt
GOC Co-Chair
MBA, Class of 2018
All events take place at the Ross School of Business.

Thursday, November 2nd

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>10:00 am - 4:00 pm</td>
<td>PwC and Strategy&amp; Case Competition Finals</td>
<td>Various</td>
</tr>
<tr>
<td>6:00 - 7:00 pm</td>
<td>Welcome Reception</td>
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<tr>
<td>7:00 - 8:00 pm</td>
<td>Dinner</td>
<td>Colloquium</td>
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<tr>
<td>7:30 - 7:45 pm</td>
<td>Case Competition Winner Announcement</td>
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<tr>
<td>7:45 - 8:45 pm</td>
<td><strong>Keynote Address:</strong> Samuel K. Eldersveld, Director of Fulfillment Execution Data Science at Amazon</td>
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<tr>
<td>8:45 - 9:00 pm</td>
<td>Close</td>
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Friday, November 3rd

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>8:00 - 8:45 am</td>
<td>Breakfast</td>
<td>Colloquium</td>
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<tr>
<td>8:30 - 8:45 am</td>
<td>Introductory Remark from the Tauber Institute for Global Operations</td>
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<tr>
<td>8:45 - 9:45 am</td>
<td><strong>Keynote Address:</strong> Kristin Toth-Smith, Chief Operating Officer at Dolly</td>
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<tr>
<td>9:45 - 9:55 am</td>
<td>Transition Time</td>
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<tr>
<td>9:55 - 10:55 am</td>
<td>Panel 1: Leveraging Forecasting for Improved Operations</td>
<td>R2240</td>
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<td>Panel 2: Sustainability Through Innovative Operations</td>
<td>R2220</td>
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<tr>
<td>10:55 - 11:05 am</td>
<td>Transition Time</td>
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<tr>
<td>11:05 am - 12:00 pm</td>
<td>Panel 3: True Globalization Through Operations</td>
<td>R2240</td>
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<td>Panel 4: Incorporating Industry 4.0 into Operations</td>
<td>R2220</td>
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<tr>
<td>12:00 - 12:15 pm</td>
<td>Break</td>
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<tr>
<td>12:15 - 1:15 pm</td>
<td><strong>Lunch &amp; Keynote Address:</strong> David Dittmann, Director of Business Intelligence and Analytics</td>
<td>Colloquium</td>
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<tr>
<td>1:15 - 1:30 pm</td>
<td>Closing Remarks</td>
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<tr>
<td>1:30 - 2:30 pm</td>
<td><strong>Student &amp; Company Networking Hour</strong></td>
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Samuel K. Eldersveld
Thursday Evening

Samuel K. Eldersveld received a Ph.D. in Operations Research from Stanford University in 1992 working in the Systems Optimization Laboratory. Sam is currently the Director of Operations, leading the Data Science teams for Amazon’s North America’s Supply Chain. Previously, Sam worked as a Mathematician for Boeing and managed O.R. teams at Expedia, Starbucks and Amazon where he was a Principal Research Scientist. Sam also spent a year leading OR data science teams for Uber Technologies Inc. He is a professional member of ACM, ASA, MOS, SIAM and INFORMS. Sam was affiliated with the University of Washington Foster School of Business as an Auxiliary Faculty member in the Operations Management Department.

Kristin Toth-Smith
Friday Morning

Kristin Toth Smith is currently the COO of Dolly, a technology platform, app and marketplace that connects companies and customers who need help moving and delivering big and bulky items with local pickup truck owners who can help them do just that. Kristin’s career is marked by her ability to lead and grow companies – as CEO of Code Fellows, VP of Operations at zulily and in various executive positions at Amazon.com. She holds Bachelor’s and Master’s degrees in Industrial Engineering and Operations Research from the Tauber Institute for Global Operations at the University of Michigan, a Master’s degree in Civil and Environmental Engineering from MIT and a Master’s degree in Business Administration from MIT’s Sloan School of Management through the Leaders for Global Operations program.

Kristin is an active volunteer, serving on academic and non-profit boards including the University of Michigan’s Center for Entrepreneurship and Ada Developers Academy. She is a mentor at Galvanize and TechStars and is on the boards of advisors for several startup companies. Kristin lives outside of Seattle and during her spare time, she enjoys taking advantage of the nearby lake, most recently learning to wake surf. When it’s too cold for the lake, she can often be found snow skiing.
David Dittmann is the Director Business Intelligence & Analytics Services for Procter & Gamble’s Global Business Services organization. He is responsible for Business Intelligence and the Analytics organization spanning across P&G’s Global Business Units.

With 20 years of experience at P&G, David’s career has focused on leveraging analytics into P&G’s Marketing, Product Supply and Customer Business Development organizations. Previously, he was responsible for establishing the Business Intelligence & Analytics organization for Asia in Singapore. His organizations have been recognized with numerous industry awards. David is a frequent industry speaker and is passionate around using analytics and technology to make unconventional connections across all aspects of business. He sits on the Advisory Boards for Wake Forest University and Fractal along with co-founding of International Institute of Analytics Leadership Consortium and University of Cincinnati Business Analytics Center. David was recently recognized as a 2017 Analytics Visionary by Consumer Goods Technology.

He holds a Bachelor of Science in Industrial & Systems Engineering and a Masters Degrees of Science in Operations Research, Manufacturing & Engineering Management from The Ohio State University. He currently lives in Cincinnati, Ohio with his wife Shannon and three children Nathan, Abigail and Alyssa and is originally from St. Joseph, Michigan.
PANEL 1

9:55 - 10:55 am • R2240
Leveraging Forecasting for Improved Operations:

With an increasing amount of data comes the opportunity to improve operations through forecasting. Understanding how to leverage data to create accurate and impactful models poses a challenge to even the most robust companies. Hear from experts on their experiences with data, forecasting, and machine learning and how they drive their business forward.

MODERATOR
Peter Lenk
Professor of Technology and Operations

PANEL MEMBERS:
Andrew Birch, Director, Data Science, Dominos
Daniel Han, Head of Seller Success, Prime Now, Amazon
Ted Hanawalt, Director, Global Long Term Forecasting and Market Analysis, General Motors
Andy Miller, Finance Director, One Commercial Partner, Microsoft
Jennifer Tyler, Director, Sales and Operations Planning, Steelcase

PANEL 2

9:55 - 10:55 am • R2220
Sustainability through Innovative Operations:

Sustainability has permeated all industries as the push for a cleaner and greener world ensues. Implementing sustainable practices in business sometimes requires financial sacrifices and can often introduce operational challenges. Experts will discuss their experience implementing sustainable practices in their businesses and the current initiatives that are generating company benefits.

MODERATOR
Terry Nelidov
Managing Director, ERB Institute, Business for Sustainability

PANEL MEMBERS:
Adam Bushong, Global Commodity Manager, Dell
Edward Carr, Senior Manager, Integrated Products Team Lead, Boeing
Jaycee Pribulsky, Senior Director Labor Partnerships, Sustainable Manufacturing and Sourcing, Nike
Michael Rockett, Technology Manager, LLamasoft
**PANEL 3**

11:05 - 12:00 pm • R2240

**True Globalization through Operations:**

An increasingly global economy creates new opportunities and presents new challenges for all companies. As companies expand their global footprint, they must consider both the benefits and the consequences of their intricate and complex supply chains. Experts across industries will speak to their approach to this challenge and where they see the future of our globalized world.

**MODERATOR**

**Damian Beil**
Michael R. and Mary Kay Hallman Fellow, Professor of Technology and Operations, Ford Motor Company
Co-Director of the Joel D. Tauber Institute for Global Operations

**PANEL MEMBERS:**

Tom Ammerman, *Dow Automotive Systems – Supply Chain Director, Dow*

Phil De Sousa, *Vice President, Finance – Global Operations & Engineering, Polaris*

Lisa Drake, *Global Purchasing Director, Ford*

Kim Gupta, *Managing Director, Strategic Components, Bloom Energy*

Daniel Hearsch, *Director, AlixPartners*

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**PANEL 4**

11:05 - 12:00 pm • R2220

**Incorporating Industry 4.0 into Operations:**

Leading industries are turning to new and emerging technologies to improve their supply chain and operations. Automation, the Internet of Things and Analytics are all encompassed in the Industry 4.0 phenomenon. Hear experts discuss how these technologies are implemented and the impact they have on operations.

**MODERATOR**

**Wallace Hopp**
C.K. Prahalad Distinguished University Professor of Business and Engineering, Associate Dean for Part-Time MBA, Professor of Technology and Operations, Professor of Industrial and Operations Engineering

**PANEL MEMBERS:**

Fabian Borowski, *Project Manager, Industry 4.0 North America, Bosch*

Amit Nagar, *Principal, Bain*

Paul Seay, *Director, Global Advanced Manufacturing, Whirlpool*

Nicole Slezak, *Senior Operations Manager, Amazon*
## Chairs:

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<th>Role</th>
<th>Name(s)</th>
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<tr>
<td>Speakers and Panelists</td>
<td>Matt Kaplan, Daniel Pippen</td>
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<tr>
<td>Sponsorship</td>
<td>Eric Huang, Kritika Rastogi</td>
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<td>Case Competition</td>
<td>Rajat Bhatia, Ricardo Dancuart</td>
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<td>Marketing</td>
<td>William Chen, Tammy Craven</td>
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<tr>
<td>Logistics</td>
<td>Karan Bhatia, Josh Thariath, Joseph Vithayathil</td>
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<tr>
<td>Finance</td>
<td>Alex Kim</td>
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<tr>
<td>Technology</td>
<td>Siddharth Venkatesan</td>
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Welcome to a place where your idea leads to something big. Welcome to Bosch.

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It’s Still Day One

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At Amazon, we strive to be Earth’s most customer-centric company where people can find and discover anything they want to buy online. Amazon’s evolution from Web site to e-commerce partner to development platform is driven by the spirit of innovation that is part of our DNA. We hire the world’s brightest minds, offering them an environment in which they can relentlessly improve the experience for customers. We do this every day by solving complex technical and business problems with ingenuity and simplicity. We’re making history and the great news is that we’ve only just begun.

The Bosch Group is a leading global supplier of technology and services. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group’s strategic objective is to deliver innovations for a connected life.
PG&E Corporation is an energy-based holding company headquartered in San Francisco. It is the parent company of Pacific Gas and Electric Company. PG&E Corporation subsidiaries provide customers with public utility services, and services relating to the generation of energy, transmission of electricity and natural gas, generation of electricity, and the distribution of energy.

Founded in 1975, Microsoft operates in over 190 countries. Our platforms and tools help drive small business productivity, large business competitiveness, and public-sector efficiency. They also support new startups, improve educational and health outcomes, and empower human ingenuity.

Our products include operating systems; cross-device productivity applications; server applications; business solution applications; desktop and server management tools; software development tools; video games; and training and certification of computer system integrators and developers. We also design, manufacture, and sell devices, including PCs, tablets, gaming and entertainment consoles, other intelligent devices, and related accessories, that integrate with our cloud-based offerings.
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