



# IMAGINE

**Imagining Supply Chain 2030: Buiding a Guiding Coalition for Change**

## September 7 *Tuesday*

12:00-1:00 Lunch

**THEME: WHAT IS MANUFACTURING EXCELLENCE?**

1:00-1:30 Check-in and Welcome

1:30-2:15 Digital Manufacturing Transformation Schneider Electric,  
*Bharat Virmani - VP of Supply Chain Performance North America*


2:15-3:00 Current Role of 3-D Printing. What is Feasible? How to Prepare for the Future.  
*Tali Rosman, Vice President of 3D Division, Xerox*

3:00-3:30 Break

3:30-4:30 Driving the Right Balance in Process Innovation,  
*Jane Kaiser, Vice President of Commercial Seed Production, Bayer*

4:30-5:15 Group Ideation on Manufacturing Excellence

5:30-6:30 Reception

7:00-8:30 Women's Networking Dinner 



**Women's  
Networking  
Dinner**

7:00-8:30

# September 8 *Wednesday*

8:30-9:30 Check-in and Welcome

Overview of the Supply Chains to Admire moderated by Lora Cecere

*Lora Cecere, Founder of Supply Chain Insights*

*Peter Bolstorff, Executive Vice President of Association of Supply Chain Management (ASCM)*


## THEME: WHAT IS SUPPLY CHAIN EXCELLENCE?

9:30-10:30 Supply Chains to Admire Award Winner for Three Years: Western Digital   
*Matthew Smith, Sr. Director of Global Transportation and Trade Operations*

10:30-11:00 Break

11:00-12:00 Supply Chains to Admire Award Winner for Five Years: Dollar General  
*Tony Zuazo, Executive Vice President, Global Supply Chain*

12:00-1:30 Lunch: Birds of a Feather Networking Tables

Shaman's Journal Book Signing 

## THEME: RETHINKING WORK

1:30-2:15 Rethinking the Role of the Planner, Reflection of a Demand Planner,  
*Allyson Hatfield, Demand Planning Functional Expert, Mars*

2:15-3:30 Recent Research on New Forms of Analytics,  
*Lora Cecere, Founder of Supply Chain Insights*

Short Panel Discussion with Technologists

*Jennifer Freyer, Corporate Sales Director at Alloy*


*Kapil Khanduja, Founder & CEO, Tailwyndz*

*Shan Muthuvelu, CEO at UCBOS*

3:30 - 4:00 Break

4:00-4:45 Project Zebra Results: Building Outside-in Processes, Western Digital and BSH  
*Rajat Bhagrav, VP Product Management of O9 Solutions*

4:45-5:30 Ideation on Rethinking Work

6:00-8:30 Line Dancing and Dinner 



**Supply Chains  
to Admire  
Award**

11:00-12:00



**Shaman's  
Journal Book  
Signing**


12:00 at Lunch



**Wednesday  
Night Line  
Dancing**

6:00-8:30

# September 9 *Thursday*

7:00 Morning Fun Run 

7:30-8:30 Breakfast

## THEME: RETHINKING TRANSPORTATION

8:30-9:15 Networking and Reflection

Open Discussion on Redefining the SCOR Model, moderated by Lora Cecere

*Lora Cecere, Founder of Supply Chain Insights*

*Peter Bolstorff, Executive Vice President of Association of Supply Chain Management (ASCM)*

9:15-10:30 Rethinking Transportation

Becoming a Good Shipper,

*Desiree Ann Wood, Founder/President, Real Women in Trucking*

Cranes, Trains, and Automatons: The Port of the Future,

*Steve Peaslee, CEO/Founder WickedHyper, Inc.*

Ideation on Rethinking Transportation

10:30-11:00 Break

## THEME: THE ROLE OF LEADERSHIP

11:00-11:45 Leadership and Building Winning Teams,

*Darrell Edwards, Senior Vice President & Chief Operating Officer at La-Z-Boy Incorporated*

11:45-12:00 Event Close

*Lora Cecere, Founder of Supply Chain Insights*



Thursday  
Morning Fun  
Run

7:00 am