

Dates

August 15 - 20, 2010

Application Deadline

June 28, 2010

Tuition

\$9,200 USD

Price subject to change

Tuition includes accommodations, meals, and materials.

STRATEGIES AND LEADERSHIP IN SUPPLY CHAINS

The growing global economy has redefined the dynamics of competition for modern organizations. With product lifecycles shortening and worldwide rivalries increasing, success depends on effective global supply chain management—being able to deliver the right product to the right market at the right time.

The complexity involved in managing supply chains that span continents and dominate markets demands strategies and systems that are agile, adaptable, and aligned. Taught by world-renowned thought leaders in the field, this program gives you the tools you need to create and manage market-leading global supply chains.

KEY TAKEAWAYS

- Supply chain strategies to create a competitive edge
- New business strategies for value creation
- Approaches to leadership that can transform the supply chain to new levels of excellence, including both the enterprise itself as well as supply chain partners

uncertainties, adapt to systemic changes in demand and supply patterns, and align the incentives of supply chain partners. This is what the AAA of Agility, Adaptability, and Alignment is about. Together these capabilities form the basis on which superior value can be created in your supply network.

Managing New Product Introductions

New product introduction as a means to compete in a market is not easy. In what dimensions do you want to compete, how do you foresee the responses from the incumbent, how do you ensure that the introduction is smooth without ramp-up problems, and how do you garner the support of your supply network partners?

Adaptive Supply Chain Design

A supply chain leader is one who innovates. Innovation can take place in the business process and associated supply chain model, and Crocs is such an example. It defied the shoe industry norm and created a new way to run its supply chain. It took advantage of the strengths of its supply chain partners and business environments, and adapted the supply chain design based on the changing needs and the capabilities of its partners. While hugely successful, it is facing new challenges which may require new innovations to sustain its competitiveness in the market.

CONTENT OVERVIEW

Strategies and Leadership in Supply Chains focuses on the innovative ways in which organizations can leverage the supply chain to create and capture the most value. Particular emphasis is placed on the cross-functional coordination and collaboration that are necessary to drive supply chain excellence, especially in the context of established and emerging economies. Areas that will be explored in detail include points of supply and demand, global supply chains, sustainability, advanced technologies, and market implications. By integrating ideas from the latest research with best practices, participants learn how to structure the supply chain so it can influence the strategic and organizational direction of their company.

HIGHLIGHTED SESSIONS

The Triple A Supply Chain: Agility, Adaptability, and Alignment

In a global market, companies are faced with diverse customers in geographically distributed markets with very different needs, from highly uncertain market conditions and changing tastes and technologies to the dependency of supply chain partners in the delivery of goods and services. Given such challenges, companies need to be agile and flexible to respond to market

WHO SHOULD ATTEND

Functional executives and general managers who have strategic responsibilities for supply chain management, manufacturing, operations, logistics, distribution, or procurement will benefit from this program. The program is also appropriate for individuals whose functional areas and responsibilities are directly involved in and/or affected by the supply chain process. It is appropriate for any organization facing the challenges of managing complex global supply chains.



SAMPLE DAILY SCHEDULE

- ⌚ **Breakfast**
Full breakfast at Schwab Residential Center
- ⌚ **Morning Session I**
The Right Strategy for the Right Product, Right Market, and Right Time
- ⌚ **Morning Session II**
Information-Smart Supply Chains and “Sense and Respond” Strategies
- ⌚ **Morning Session III**
Managing New Product Introduction
- ⌚ **Lunch**
Buffet lunch with optional patio dining
- ⌚ **Afternoon Session I**
Changing Environment and Supply Chain Restructuring
- ⌚ **Afternoon Session II**
Building Socially Responsible and Sustainable Supply Chains
- ⌚ **Dinner**
Cocktail reception followed by a served dinner
- ⌚ **Evening**
Study group discussions and networking with participants

“ Professor Hau Lee and his fellow Stanford faculty members are passionate about supply chain management, and their passion is reflected in this excellent program. I look back at this week as a very good investment. ”

* HANS VAN ALEBEEK / VICE PRESIDENT, GLOBAL OPERATIONS AND TECHNOLOGY / NIKE INC.

“ It is because of Professors Hau Lee and Seungjin Whang and their associates at Stanford and a few other universities that supply chain management is no longer relegated somewhere within the hierarchy of operations, but is a competitive competency in its own right. ”

* DAVID HUNTSMAN / LEADER, SUPPLY CHAIN MANAGEMENT / THE BOEING COMPANY

FACULTY DIRECTOR



Hau L. Lee, the Thoma Professor of Operations, Information, and Technology at the Stanford Graduate School of Business, is one of the world's leading experts in supply chain management. He is Director of the Stanford Global Supply Chain Management Forum and is the 2007 recipient of the MBA Distinguished Teaching Award.

OTHER STANFORD BUSINESS SCHOOL FACULTY

William P. Barnett

Thomas M. Sieben Professor of Business Leadership, Strategy, and Organizations; Senior Fellow, Woods Institute for the Environment at Stanford; Director of the Center for Global Business and the Economy; BP Faculty Fellow in Global Management

Haim Mendelson

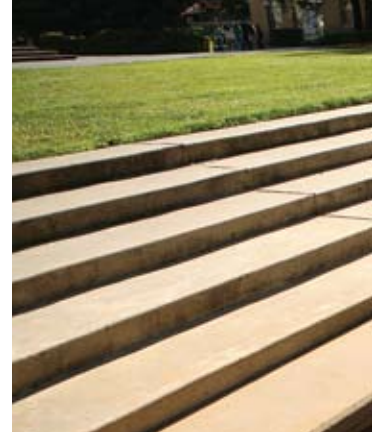
Kleiner Perkins Caufield & Byers Professor of Electronic Business and Commerce, and Management

Erica L. Plambeck

Professor of Operations, Information, and Technology; Senior Fellow (by courtesy), Woods Institute for the Environment at Stanford; Spence Faculty Scholar

Seungjin Whang

Jagdeep and Rosbni Singh Professor of Operations, Information, and Technology



TYPICAL PARTICIPANT MIX

Industry

24%	Consumer Products
16%	Communications
14%	Retail, Wholesale, Trading
12%	Agriculture, Natural Resources
12%	Health Care, Medicine
12%	Industrial Products, Equipment
8%	Computers, Technology
2%	Financial Services

Geographic Origin

42%	North America
24%	Europe
18%	Asia Pacific
10%	Central, South America
4%	Africa
2%	Australia, New Zealand

Job Function

38%	Logistics, Supply Chain, Manufacturing
28%	General Management
18%	Marketing, Sales
6%	IT, Operations
2%	Human Resources
8%	Other

