

More than 150 supply chain professionals of leading companies met at the 3rd Supply Chain Leadership Forum 2015

"Stop focusing on problems and start looking for opportunities" Prof. Joseph F. Paris Jr.

"The supply chain should be divided into areas and be sustainable, flexible, relevant and efficient" Jochen Grosspietsch

"'Customer Supply Chain' has been defined as a 'Customer Centric' culture with plans agreed with clients, aligned metrics and an essential WIN-WIN vision" Josep Ragull

"Lean Principles can be applied in order to improve the customer experience" Daniel T. Jones

"Social media can make or break your career. You need to be in control" Dr. Terri Griffith

"We are in the right profession at the right time" Rick Blasgen

Barcelona, May,18th 2015

On May 14, and organized by [CSCMP Spain](#), the **3rd Supply Chain Leadership Forum** was hosted, with this year's conference title being: **"Driving Excellence in Global Markets with Aligned Supply Chains"**.

The third edition of this event brought together more than 150 managers and professionals from the supply chain, representing over 90 leading global companies in more than 25 different markets. Professionals from 10 countries were present, including Andorra, Germany, USA, Netherlands, Italy, Norway and the United Kingdom. Given its international nature, the event was hosted entirely in English.

One of the event's highlights was the presence of maximum responsible of the Council of Supply Chain Management Professionals, the President and CEO of this organization, **Rick Blasgen**, who gave the closing speech.

The forum had the support of sponsors such as DHL, GrupoUnoCTC, Ingenico Group, ASM, EAE, ToolsGroup, SEUR and Michael Page, while many of these companies' management individuals were there to represent their respective businesses.

Pam Scheribenreif, the Director of Member Services & Roundtables at CSCMP, opened the forum and welcomed the more than 150 professionals in attendance, providing some details about the event: The CSCMP (Council of Supply Chain Management Professionals) was founded in 1963 and it is the global, professional association *par excellence* dedicated to the promotion and diffusion of investigation and knowledge of supply chain management in 68 countries. It is organized at Roundtables (10 in Europe) and provides services to more than 64,147 professionals (members and non-members) globally. She highlighted the importance of "Get SCPro™ certified", which is an internationally recognized certification. Pam also thanked Spain Roundtable (www.cscmpspain.org) for their effort in the organization of this third forum.

The day began with a speech by **Joseph Paris** regarding "*The Operational Excellence Enterprise Readiness Model*". Paris spoke about the different development phases of a project, at both a personal and strategic level, arriving at the conclusion that every change or project can be carried out only if the person who must do so personally accepts said change. Paris emphasized that all existing models for the undertaking of a project are valid, although each one of them only serves to achieve a specific objective and should be shared and achieved with all members of the same work team.

Following this speech, it was time for an interesting conference presented by **Jochen Grosspietsch (Mckinsey & Co. Partner)** about SCM tendencies and evolution up to 2020. He spoke of the difficulties of predicting the future, its development independent of the past, the eight key technologies that may impact the SCM of overpopulation and the growth of so-called "*Megacities*". Grosspietsch stressed the need for SCM to evolve into a segmented, sustainable, flexible, relevant and efficient system, which should develop customization processes in order to adapt to the value required by clients.

He also highlighted that only 26% of companies have the SC function in its management board teams and, considering that the supply chain is the new strategy and competitive advantage for many industries, this statistic will need to increase in the next few years.

Next, **Josep Ragull (from Diageo)** presented his case regarding "*Customer Supply Chain*", defining objectives such as a "*Customer Centric*" culture, plans agreed with clients, aligned metrics and an essential WIN-WIN vision. "In a competitive market, brands should be focused on the client, so companies are now redesigning their supply chains in line with the divisions within the business (planning, manufacturing, S&OP) as an improvement strategy based on the main objective, the client."

Professor Daniel T. Jones from the Lean Enterprise Academy addressed the current application of the "*Lean*" philosophy in various sectors and diverse companies, ranging from Amazon to food stores and hospitals.

For Jones, the challenge is understanding what the client's request is and what can be done to fill the void. Vertical integration organizations are active, rigid systems, while the future is centered on modular systems and universally accessible platforms that enable horizontal transparency: "we are in the age of rapid response supply chains. The future is in digital platforms and social networks, which will allow companies to get to know their clients and to advise and predict their needs. The future is in universally accessible modular platforms, which facilitate horizontal transparency." In his opinion, the key factor to the success of full implementation is the commitment of superior management.

In the afternoon, two roundtables were carried out, with various guests attending each of these. The first dealt with transport and distribution, while the second addressed two themes that were voted for, throughout the day, by attendees of the Forum who wished to see these topics debated.

The first roundtable, which was moderated by **Andrés Cortijos (General Manager & Value Chain Director of Grupo Confectionary Holding)** and which involved the participation of **Guillermo Oliva (Supply Chain Executive and professor at the EAE Business School)**, **Benjamín Calzón (General Director of SEUR GeoPost)**, **Graham Best (CEO of Best)** and **Sara Domingo (a young professional at Valeo)**.

At this activity, they discussed international transport and how its high cost is a barrier to the development of e-commerce, agreeing that work should be done to match the costs to those for national transport and to make it easier, cheaper and manageable in the local language.

They shared several ideas, including:

- Increasing client requirements for e-commerce deliveries, driving continuous innovation in the sector
- Distinctive features of e-commerce returns, with the significant challenge regarding international returns
- Innovation with double meaning, innovation itself with its visionary component and innovation as a project implementation method
- Innovation and change, managed and driven by people, as critical factors for success

For the last presentation, Dr. Terri Griffith (from Santa Clara University, USA), who is an international expert in social media and the author of the book "*The Plugged-in Manager*", gave an extremely interesting talk about the use of social networks and their impact on career development. She recommended exercising control over these networks, given that although we don't necessarily want to be, all professionals are on social networks and they can "make or break" our professional careers.

The final table, moderated by **Miquel Serracanta (CSCMP European Regional Advisor and Spain Roundtable President)**, involved the participation of **Rick Blasgen (President and CEO of CSCMP)**, **Daniel T. Jones**, **Joseph Paris Jr.** and **María Padilla (Global Supply Management at APPLE Inc)**.

They discussed key topics, such as:

- Leadership as capacity to delegate
 - The slowest part to change is employees' way of thinking
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- Amateurs speak about strategy while experts speak about SCM
- Change means it is necessary to add value or improve something
- Technology should serve people, not the opposite

During the debates, and through the use of an interactive voting system, attendees were able to give their opinions regarding the questions asked by the speakers. At the end, a **"Final Challenge"** was carried out, where the quickest to respond to questions correctly received different prizes, including a year's member subscription and an invitation to the 2016 Forum. And the final, grand prize was a ticket to the annual CSCMP conference in San Diego in September.

Miquel Serracanta, President of CSCMP Spain, and all members of the Cabinet of Spain Roundtable, stated that they were extremely flattered by the response of attendees and they invited the event's attendees to the next annual date, the [4th Supply Chain Leadership Forum](#) on **May,12th 2016**, which has already become the most eagerly anticipated date on the events calendar for supply chain professionals and managers in Europe.

About CSCMP Spain

The Council of Supply Chain Management Professionals (CSCMP) has been a non-profit association of supply chain professionals for more than 50 years. Founded in the USA, it has a presence on the five continents (in 68 countries) and it organizes Roundtables (10 in Europe). The association is dedicated to the promotion and diffusion of the investigation and exchange of knowledge regarding supply chain management. It has more than 9,000 members and is the 1st International Association of Supply Chain Professionals.

The CSCMP Spain Roundtable was re-established in May 2010 as a place for sharing dialogue, knowledge and ideas of professionals in the supply chain of our country, in connection with the rest of the world. Currently, it is directed by a Cabinet/Board of 11 professionals who have a common passion for the supply chain and CSCMP spirit. The association actively collaborates with main, national business schools as a compliment to the professional education and career enhancement mission, which is one of the pillars of the CSCMP philosophy. Some of the leaders of supply chain thinking who have already shared their experience at CSCMP Spain include David Simchi-Levi, John Gattorna, Yossi Sheffi, Martin Christopher, Michel T. Seng and Lora Cecere.

Attached Material:

Photo 1 and 2: Room setting

Photo 3: Final Table, from left to right: Rick Blasgen (CSCMP), María Padilla (Apple), Daniel T. Jones, Joseph Paris Jr. and Miquel Serracanta (CSCMP Spain).

Photo 4: Group photo of CSCMP Spain Cabinet & CSCMP Speakers logo

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