

Friday Plenary Session

Friday, May 3, 2013, 11:30 am - Salons E & F



Kerry Hester
Senior Vice President, Customer Experience

Kerry Hester is US Airways' senior vice president, customer experience and is responsible for all of the airline's customer-facing operating groups including reservations, airport customer service, inflight services, customer strategy and customer service recovery. Hester reports to Executive Vice President and Chief Operating Officer, Robert Isom.

Hester was formerly US Airways' senior vice president, operations planning and support where she oversaw reservations, the strategy, planning and service recovery functions within customer service, operations planning performance and analysis and crew planning and scheduling. Prior to joining US Airways in 2007, Hester served in various management roles in revenue management, schedule/network planning, airport customer service and reservations during her eleven years at Northwest Airlines.

In 2011, Profiles in Diversity Journal named Hester as a Woman Worth Watching, an award that acknowledged Hester's accomplishments in the airline industry. In 2012, the Phoenix Business Journal selected Hester as one of the most influential business leaders in the Phoenix area for her leadership role at US Airways and for her work with community organizations. She is proud to serve on the boards of Junior Achievement of Arizona and Homeward Bound.

Hester graduated with a Bachelor of Arts in economics from Tulane University and she received her Master of Business Administration from the Stephen M. Ross School of Business at the University of Michigan.



Sunday Plenary Session

Sunday, May 5, 2013, 1:00-2:30 pm - Salon E & F

Dr. Gang Yu (于刚)

**Co-founder and CEO of Yihaodian, and
2012 POMS MKS Practice Excellence Winner**



Dr. Yu is the co-founder and Chairman of Yihaodian (www.yihaodian.com). Founded in 2008, Yihaodian.com is China's fastest growing company – a B2C retailer selling over one million SKUs to consumers online. In addition to winning the first prize for Deloitte Technology Fast500 Asia Pacific in 2011 with 19,200% growth in three years, its success has motivated Walmart to strategically invest in Yihaodian in both 2011 and 2012.

Gang received his BSc from Wuhan University, MS from Cornell, and PhD from the Wharton School. With a stellar research record (90 top academic publications and books), he was promoted to a chaired professor at McCombs School of Business, University of Texas in Austin. Currently, he serves as an Adjunct Professor at Beijing University, Tsinghua University, The Chinese University of Hong Kong, Wuhan University, Shanghai Jiaotong University, etc.

Dr. Yu founded CALEB Technologies, a company that developed a real-time operations control system to help airlines recover from schedule disruptions. After selling CALEB to Accenture in 2002, he joined Amazon.com as VP of Worldwide Supply Chain, and then he joined Dell as VP of Worldwide Procurement. In 2008, Dr. Yu together with Junling Liu left Dell to found Yihaodian, a B2C e-commerce startup specializing initially in fast moving consumer goods, and later branching into a broad selection of products. Dr. Yu's company Yihaodian.com has been identified to be THE single fastest growing company in all of Asia Pacific according to the latest annual survey by Deloitte. In three years, Yihaodian's revenue has grown 192 times reaching 2.7 Billion RMB in 2011, offering over 180,000 SKUs, with over 6000 employees, 12 warehouses in 5 cities, and delivery stations in 34 cities in China.

Dr. Yu's excellence of work has earned him prominent recognition in transportation, logistics, and manufacturing industry. In addition to the **2012 POMS MKS Practice Excellence Award**, he received the 2002 Franz Edelman Management Science Achievement Award. Other recognitions include the 2002 IIE Transaction Award for Best Application Paper and the 2003 Outstanding IIE Publication Award from the Institute of Industrial Engineers, in addition to many other awards.

Dr. Yu now lives in Shanghai with his wife Michelle, his son Ray, and his daughter Kelley.

POMS Practice Leaders Forum

Sunday, May 5, 2013

SEMI-PLenary SESSION 1 (8:00 – 9:30 am): Health Care and Operations Suites IV

Moderator: Christopher Tang -- UCLA

Speaker 1: Thomas Rohleder – Mayo Clinic

“Facing an Uncertain Future: Mayo Clinic’s Center for the Science of Health Care Delivery”

Abstract:

Mayo Clinic desires to maintain its leadership position as a patient-centered health care organization in the face of significant pressures to reduce its overall cost structure. A key strategic component to achieve this goal is the newly formed Center for the Science of Health Care Delivery. This presentation will discuss how this Center is promoting applications of operations management at Mayo Clinic as well as research useful to all health care organizations. Results from several specific applications will be highlighted.

Speaker 2: Kimberly Clemson – Amgen, Inc.

“Advancing From Product Development to Product Lifecycle Management within Operations at Amgen”

Abstract:

Developing a biologic drug, including the manufacturing processes and quality systems to support it, spans many years. As a result of long development times, patient needs, market demands, and design requirements must be projected years in advance of the product launch. Furthermore optimizing the product or manufacturing processes post launch requires years to implement given complex global regulatory requirements. This environment requires a highly integrated product and process development program that manages the product through its lifecycle. This program is critical to the success of Amgen’s Operations organizations and new efforts are underway to further maximize the value this program provides.

Speaker 3: Dirk de Waart - PricewaterhouseCooper

"Next Generation Supply Chains: Efficient, Fast, and Tailored"

Abstract:

Results of PwC's Global Supply Chain Survey 2013. This year’s global supply chain survey by PwC shows how Leaders are moving ahead of the pack. They’re tailoring their supply chains to customer needs and investing in next-generation capabilities while keeping the focus on supply chains that are both fast and efficient.

SEMI-PLenary SESSION 2 (9:45 – 11:15 am): Supply Chain Management **Suites IV**

Moderator: Kevin O'Marah – SCM World and Stanford University

Speaker 1: Ashlie Wallace – Dell, Inc.

“Managing Supply Chain Risk at Dell”

Abstract:

Continuity of supply (COS) is a top priority for Dell. COS issues create a challenging environment that drive long cycle time, which impacts customer experience and ultimately profitability. Dell Procurement has implemented an analytical approach to assess risk throughout the entire supply chain with the ultimate goal of driving sustainable improvement in component shortages and rapid incident recovery through event management. In this session, she will discuss the method, results, and best practices related to managing supply chain risk and maintaining the resulting operational resiliency.

Speaker 2: Alex Brown – Xilinx

“Supply Chain Planning in the Semiconductor: Facing the Complex Challenge”

Abstract:

This talk will review basic supply chain planning in the semiconductor industry, from forecasting through production planning & scheduling. The talk will focus on the challenges brought on by innovation in the product & process that is driving dramatically increased planning complexity.

Speaker 3: Keith Holliday – Sonoco

“Building SCM Capability at a 110 Year Old Packaging Company”

Abstract:

Sonoco has reliably met customer needs, often through heroic intervention. I will share the journey toward supply chain excellence which has been building the processes, systems, and people capability to reduce the need for heroic intervention while delivering perfect order/ inventory performance in the top quartile of the packaging industry.

SEMI-PLenary SESSION 3 (2:45 – 4:15 pm): Business Analytics **Suites IV**

Moderator: Kevin O'Marah – SCM World and Stanford University

Speaker 1: Shailendra Jain – Hewlett-Packard

“Information Analytics at HP Labs”

Abstract:

HP Labs has a long history of innovation in applied analytics driven by HP enterprise needs for strategic and operational decisions. More recently, HP is gearing towards providing business services to manage big data and information optimization solutions for our enterprise customers. This talk will highlight select successful applications of Operations Research and related analytical disciplines. One common theme of these applications is need for effective use of multiple analytical methodologies to address large scale industrial problems. Generally, these methodologies include: large scale optimization, advanced statistical modeling, data mining/machine learning, text mining/information extraction, marketing science, game theory/behavioral economics and others. Our HPLabs team is building methodologies and deploying tools for strategic and operational planning of workforce for our IT Services business, with about 200K highly skilled employees to meet HP's enterprise customer demands in a dynamic and uncertain environment. This work addresses a difficult problem of optimal matching of complex demand & supply under uncertainty. Additional novel feature of this work is that we exploit unstructured information about demand and supply through advanced text mining and information extraction technologies and feed its result to large scale optimization for structured information processing. I will brief highlight the work in product portfolio optimization, which is the winner of INFORMS Edelman prize of 2009 and also our work in demand modeling & pricing optimization, for which HP was recognized by INFORMS Revenue Management and Pricing Practice Award of 2012. If time permits, healthcare analytics work in OR Scheduling and Comparative Effectiveness Research (CER) for managing costs and improving treatment effectiveness will be also shared.

Speaker 2: Thomas Olavson – Google, Inc.

“Big Data Problems are Sexy, but Small Data Problems are Beautiful”

Abstract:

HBR says that the Data Scientist is the sexiest job of the 21st century. Data scientists work on Big Data problems -- mostly analysis of logs data from internet users. Many problems that quants have faced for years in operations, finance, and strategic planning are quite different, but no less challenging, interesting, or impactful. I'll discuss a taxonomy for different analytical problem types and what makes each sexy or beautiful.

Speaker 3: Robert Wang – Nestlé

“Business Analytics – A Nestlé's Way”

Abstract:

The Decision Support Group of Nestlé's Logistic Division, is often regarded as the company's think tank, or internal consulting. Each year it delivers millions of savings through various projects in its supply chain. The group is known for its ability to focus and deliver measurable results in a very short time. This presentation will cover how the group is organized, successful projects in the last 5 years, and what is the data infrastructure behind all the projects.

POMS Practice Leaders

KEVIN O'MARAH – Chief Content Officer, SCM World, and Senior Research Fellow, Stanford Global Supply Chain Forum



POMS is delighted to have Kevin to serve as co-director of the POMS Practice Leaders Forum with Christopher Tang (UCLA). Currently, Kevin is Chief Content Officer at SCM World. From 2010-2011 Kevin was GVP for Supply Chain research at Gartner which acquired AMR Research in Boston where he was Chief Strategy Officer. While at AMR (2000-2010) Kevin created the Supply Chain Top 25, led the Product Lifecycle Management research practice and Supply Chain practice, and produced the annual AMR Conference. He was formerly a Vice President at Oracle, and a consultant with Mercer (in London), CGEY (in Calgary) and Company Assistance Ltd. (working on privatization in Poland). He holds a bachelor's degree in Economics from Boston College, an MSc in Management Studies from Oxford University, and a Masters in Business Administration from Stanford University.

ALEX BROWN – Vice President of Supply Chain, Xilinx



Alex Brown is Vice President of Supply Chain at Xilinx where he has been since 2002. Prior to Xilinx, Alex was Director of Strategic Consulting at Manugistics and Assistant Professor at the Owen School of Management at Vanderbilt University. Alex has a PhD in Industrial Engineering from Stanford, a Masters in Microelectronic Engineering from Cambridge, and a BS in Electrical Engineering from Vanderbilt.

KIMBERLY CLEMENSON – CMC Excellence Program Director, Amgen, Inc.



Kimberly has 20 years of diverse Operations experience from various ventures into research, pharma/biotech and entrepreneurship. She is currently Director of Global Operations at Amgen and is leading an effort to optimize product development and commercialization practices across all of Operations. Kimberly joined Amgen in 2003, after receiving her MBA at UCLA, and has spent the majority of her time as a Global Operations Leader, both leading product development teams and managing commercial products within the Operations space. Kimberly also has a BS degree in Physics from Eastern Kentucky University and an MS in Health Physics from Texas A&M University. Kimberly is an avid cook and foodie, and lives in Thousand Oaks, CA, with her husband and two step-children.

KEITH HOLLIDAY – Director, Corporate Supply Chain & Logistics, Sonoco Products Company



Director- Corporate Supply Chain & Logistics at Sonoco Products Company leading the end to end process capability improvement work with a target of becoming a top quartile supply chain performer in the packaging industry; in addition leads the Lean Six Sigma process for the corporation. Prior to joining Sonoco, was the Director of Supply Chain Transformation and Six Sigma Champion- Global Operations for DuPont, leading the application of six sigma across DuPont Operations and to business processes, specifically the end to the end supply chain. Keith has a Manufacturing/ engineering background with 30 years DuPont experience and overall 38 years in manufacturing with assignments at sites across the US and global experience leading business process improvement.

SHAILENDRA JAIN – Distinguished Technologist and Research Manager, HP Labs



Shailendra Jain established and managed the Decision Technology Department at HP Labs, which focused on business process innovation through analytics. Dr. Jain has led business analytics projects in several areas, including inventory management & production planning, forecasting, personalization, marketing spend optimization, product variety management and post-sales services design/pricing. He is currently leading the applied research efforts of HP Labs in service innovation, with specific emphasis on service work-force planning/optimization & healthcare analytics. He received his Ph.D. in Management Science from UCLA and a Masters in Industrial Engineering from IIT, Delhi.

THOMAS OLAVSON – Director, Operations Decision Support Group at Google



Thomas Olavson is director of the Operations Decision Support group at Google. His team provides model-based decision support for Google's cloud infrastructure and supply chain planning. He was previously director of HP's Strategic Planning and Modeling team, an Informs Prize and Edelman Award winning team. Thomas received his Ph.D. in Management Science & Engineering from Stanford University in 2001.

THOMAS R. ROHLEDER, PH.D. – Health Sciences Researcher, Mayo Clinic



Thomas Rohleder is a Health Sciences Researcher at Mayo Clinic, and his research is focused on health care systems engineering. A major aspect of the research is building computer models of health care processes and systems, and using them to test alternative designs before actual implementation. He received his B.S in Finance from the University of Minnesota, and his Ph.D in Operations Management from the University of Minnesota. His current studies include: modeling patient flow through cardiovascular surgery, maximizing patient access to PET scanners in nuclear medicine, and optimizing patient access service for available outpatient resources.

DIRK DE WAART – Partner Management Consulting, PricewaterhouseCoopers



Dirk is a Partner in the Los Angeles office of PwC. He has over 15 years of experience in supply-chain management and service operations for technology-based firms. Dirk has worked with clients in the aerospace, aviation, automotive, electronics, semiconductor, life science, and telecommunications industry to design and implement operational improvements. Prior to joining PwC and PRTM, Dirk held management positions in the aerospace service business unit at AlliedSignal (now Honeywell) for three years in both the USA and Germany. Dirk is a graduate of Delft University of Technology in the Netherlands with an MS Degree in Aerospace Engineering. He received an MBA Degree in General Management from INSEAD.

ASHLIE WALLACE – Procurement Director, Dell



Ashlie Wallace is a Procurement Director at Dell and is responsible for general management of Dell's international trading company, which owns procurement of Dell's Tier 2 components, sale to Tier 1 suppliers for production, and management of inbound supply chain and inventory. She is also responsible for leading the continuity of supply strategy initiative and owns Dell's global E&O governance process focused on reducing cost, risk management, and maintaining optimal e2e supply chain processes. Prior to her current role, she was responsible for Dell's global inventory forecast and driving strategic initiatives directed at optimizing cash flow from operations. Ashlie has bachelor degrees in International Business and Spanish from Texas State University and a Masters in Business Administration from the University of California Los Angeles.

ROBERT WANG – Senior Business Analyst, Nestle USA



Robert Wang is currently a Senior Business Analyst in the Decision Support Group of Nestle USA, located in Glendale, CA. He has lead on various optimization projects in Supply Chain Network, Master Production Scheduling, Private Fleet, and Inventory Development. He received his Ph.D. in Management Science from UCLA Anderson in 1995, and has worked as a Senior Consultant at Ernst & Young LLP and as a Manager at Deloitte & Touche LLP.