

# SERVICE SUPPLY CHAIN STRATEGY FORUM

October 23, 2003

The Wharton School, University of Pennsylvania

**7:45 am - 8:30 am**                      **Breakfast and Check-In**

**8:30 am - 9:00 am**                      **Introduction to the Forum**

- Words of Welcome: David C. Schmittlein, Deputy Dean, The Wharton School, University of Pennsylvania
- Setting the Stage: Morris A. Cohen, Matsushita Professor of Manufacturing and Logistics, The Wharton School, University of Pennsylvania

**9:00 am - 10:15 am**                      **Panel I**

Moderator: Hau L. Lee, Thoma Professor of Operations, Information, and Technology, Graduate School of Business, Stanford University

**"Functional/Business and IT Challenges for Implementing a Service-Centric Competitive Strategy"**

- [Joe Chamberlain, Senior Director, Support Services, Services Supply Chain, KLA-Tencor](#)
- [Raphael Holder, Vice President, Shared Service Operations, Northrop Grumman](#)
- Eileen Long, Vice President and General Manager, Service Supply Chain Management, Unisys
- [Dillard Myers, Director, Service Operations, Cisco Systems](#)

**10:15 am - 10:45 am**                      **Break**

**10:45 am - 11:45 am**                      **Panel II**

Moderator: Marc McCluskey, Research Director, Service Lifecycle Management, AMR Research

**"Challenges and Opportunities for Redesigning and Restructuring the Service Supply Chain as Part of a Service-Centric Strategy"**

- [Jon Guyett, Logistics Director, Americas, DHL](#)
- [Carl Strenger, Vice President, UPS e-Commerce Technology Sales, Worldwide Services, UPS](#)
- Bradley Berkson, Director, Studies and Analysis, Senior Executive Council, U.S. Department of Defense

**11:45 am - 1:00 pm**                      **Lunch**

**1:00 pm - 2:15 pm**                    **CEO Roundtable**  
Moderator: Ted Rybeck, CEO, Benchmarking Partners

**"The Service-Centric Strategy - A CEO Perspective"**

- Michael Capellas, Chairman and CEO, MCI
- Keith Nosbusch, President, Rockwell Automation
- Ralph J. Roberts, Chairman, Executive and Finance Committee, Comcast
- Lt. Gen. Ken Wykle (Ret.), President, National Defense Transportation Association

**2:15 pm - 2:45 pm**                    **Break**

**2:45 pm - 4:00 pm**                    **Panel III**  
Moderator: Ann Grackin, CEO, ChainLink Research

**"Transformation of the Service Supply Chain Enabled by Technology"**

- [Daniel Connors, Thomas J. Watson Research Center, IBM](#)
- [Luke Gill, Vice President, JSF Autonomic Logistics, Lockheed Martin Aeronautics](#)
- [Gary Conkright, CEO, SmartSignal](#)

**4:00 pm - 4:45 pm**                    **Panel IV**  
Moderator: Robert Salvucci, CEO, MCA Solutions

**"Boeing's Supply Chain Management Project for IDS Aerospace Support"**

- Jenny B. Thompson, Program Manager, Sustainment Data Systems, Boeing IDS

**4:45 pm - 5:00 pm**                    **Concluding Comments**  
• Professors Lee and Cohen

**5:00 pm - 6:30 pm**                    **Reception**