

# SERVICE SUPPLY CHAIN STRATEGY FORUM

February 2006

The Wharton School, University of Pennsylvania

**7:30 am - 8:30 am**                      **Continental Breakfast**

**Welcoming Comments & Introductions: 8:30 am - 9:00 am**

- Anjani Jain, Vice Dean and Director, Wharton Graduate Division, University of Pennsylvania
- Morris A. Cohen, Panasonic Professor of Manufacturing and Logistics, The Wharton School, University of Pennsylvania and Chair, MCA Solutions Inc.

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

Moderator: Luke Gill, EVP, Thomas Group

**"Cross-Functional and Cross-Organizational Coordination Challenges in Providing Service Support"**

- The Honorable Kenneth J. Krieg, Under Secretary of Defense for Acquisition Technology & Logistics, Office of the Secretary of Defense
- [Steven Smitherman, Vice President, Defense Customer Development, AAR Cooperation](#)
- [Major General Arthur B. Morrill III, Director of Logistics, Air Force Materiel Command](#)
- [Robin Wohnsigl, President and COO, Airbus North America Customer Services](#)

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

**10:45 am - 12:00 pm Panel II**

Moderator: Greg Parlier, Colonel, United States Army (retired)

**"Readiness/Availability Resource Planning and Execution"**

- [Alan Estevez, Assistant Deputy Under Secretary of Defense, Supply Chain Integration, Office of the Secretary of Defense](#)
- [Lissa Hollenbeck, VP Product Support, Integrated Defense Systems, The Boeing Company](#)
- [Sandra Leggieri, Vice Commander, Naval Inventory Control Point, United States Navy](#)
- [John Messmore, VP & GM, Logistics Services Division, Northrop Grumman](#)

**12:00 pm**                                      **Closing Morning Comments**

Jim Taylor, CEO, Thomas Group

**12:00pm - 1:15pm**                      **Lunch**

**1:15 pm - 2:30 pm**                      **Panel III**

Moderator: Morris A. Cohen, Panasonic Professor of Manufacturing and Logistics, The Wharton School, University of Pennsylvania and Chair, MCA Solutions Inc.

**"Performance Based Service Support: Industry at a Turning Point"**

- [Captain C.J. Jaynes, F/A-18 Deputy Program Manager for Fleet Support, NAVAIR - F/A-18 Program Office, United States Navy](#)
- Robert Mansfield, Director, Joint Strike Fighter, Global Sustainment, Lockheed Martin Aeronautics
- [Captain Graham Rowell, JSFPO AL Strategic Business Planning Lead, Royal Navy](#)
- [Richard Wylly, Director of Business Development, Rockwell Collins](#)

**2:30 pm - 3:00 pm**                      **Break**

**3:00 pm - 4:15 pm**                      **Panel IV**  
[Serguei Netessine, Professor, The Wharton School, University of Pennsylvania](#)

**"Academic Research: Incentive Contracting in Service Supply Chains"**

**4:15 pm - 5:00 pm**                      **Panel V**

**"Research Agenda for Industry - Academic Collaboration"**

The panel moderators will present their perspectives on the open challenges and opportunities in the field that would benefit from industry - academic collaboration. We will summarize the key issues that emerged throughout the day and present the results of an informal participant survey. An open discussion of priority, potential impact, resource requirements and challenges for opportunity areas will then ensue.

**5:00 pm**                                      **Cocktail Reception**

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