

SERVICE SUPPLY CHAIN STRATEGY FORUM

February 2007

The Wharton School, University of Pennsylvania

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

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

- Professor David Schmittlein, Deputy Dean, The Wharton School, 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, President, G² Limited

"Service Supply Chain Resource Management - Bridging the Gap Between Planning and Real-Time Event Management"

- [Thomas J. Edwards, Assistant Deputy Chief of Staff, United States Army \(G-4\) Logistics](#)
- Alan Estevez, Assistant Deputy Under Secretary of Defense, Supply Chain Integration, Office of the Secretary of Defense
- [Major General Arthur B. Morrill III, Director of Logistics, Air Force Materiel Command](#)
- [David Oliver, President and CEO, EADS North America Defense](#)

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

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

Moderator: Jon Newsome, Director of Business Development/DOD, SAP Public Services, Inc.

"Development of Customer Centric Competitive Strategies Based on After Market Service and Product Sustainment"

- Mike Cosentino, CEO, AgustaWestlandBell
- [Ray Figueras, Director of Product Support, MMA, The Boeing Company](#)
- Robert E. Mansfield, Jr., Director, Global Supply Chain Services, Lockheed Martin Aeronautics
- [Robin Wohnsigl, President and COO, Airbus North America Customer Services](#)

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

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

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

"Design and Delivery of Differentiated Service Support"

- [Vipul Agrawal, EVP of Products, MCA Solutions](#)
- Shane Eddy, VP Customer Support Services, Bell Helicopter
- [Commander Matt Gibbons, Director- OPS Research, Naval Inventory Control Point, United States Navy](#)
- [Pierre Reville, EVP Operations, Sabena technics BRU](#)

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

3:00 pm - 4:15 pm **Panel IV**

Moderator: Scotty McRoberts, Executive Vice President, Naval Surface and Aviation Programs, CACI International, Inc.

"Performance / Customer Value Based Incentives and Their Impact on Logistics Strategy and Processes"

- [Jay Kappmeier, GM Lifecycle Customer Support, The Boeing Company](#)
- [Larry Jones Vice President, Military Customer Support, Pratt and Whitney](#)
- [Lou Kratz, Vice President, Focused Logistics, Lockheed Martin Corporation](#)
- [Serguei Netessine, Professor, The Wharton School, University of Pennsylvania](#)

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

"Research Update: Incentive Contracting, Asset Ownership and Control - Models and Policy Results"

[Sang-Hyun Kim, Doctoral Candidate, The Wharton School, University of Pennsylvania](#)

5:00 pm **Cocktail Reception**

All participants will be invited to continue the discussion in the cocktail reception

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