

SERVICE SUPPLY CHAIN STRATEGY FORUM

September 24, 2002
Graduate School of Business, Stanford University

8:00 am – 8:30 am **Continental Breakfast**

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

"The Importance of the Emerging Service Supply Chain"

- Morris A. Cohen, Matsushita Professor of Manufacturing and Logistics, Wharton School University of PA
- Hau L. Lee, Thoma Professor, Graduate School of Business, Stanford University

9:00 am – 10:30 am **Panel I**

Moderator: Hau L. Lee

"Innovations and Technologies for Breakthrough Performance"

This panel will feature new technologies that have either been proven to give or shown great promise for breakthrough performance in the service supply chain.

- Magnus Karlsson, Manager, Logistic Solutions, Ericsson AB
- Dennis Dreyer, Director Digital Supply Chain, General Motors Corporation
- Paul Fu, Vice President of Product Marketing, Agile Software
- Steve Lucchesi, Director of Information Technology, Intuitive Surgical
- Alan Lattanner, Chairman and CEO, Blue Iguana Networks, Inc.

10:30 am – 11:00 am **Break**

11:00 am – 12:30 am **Panel II**

Moderator: Ann Grackin, Vice President Supply Chain Strategies, AMR

"New Service Model for Value Creation"

This panel will focus on new service offerings, optimal design of contracts, customer relationship management, and new business models for significant value creation in a service supply chain.

- Mark Jones, Vice President, Global Product Services, Cisco Systems Inc.
- Jim Boomer, Director, Business Development, Solectron Global Services
- Dan Anglim, Director Aerospace Support, Boeing
- Joseph Guerrisi, Vice President, Customer Information Technology, UPS

12:30 am – 1:45 pm **Lunch**

1:45 pm – 3:00 pm Panel III

Moderator: Naren Agrawal, Professor, Santa Clara University

"Service Supply Chain in Action: Case Examples"

In this panel we will feature 2-3 cases of companies that have re-engineered their service supply chains, and share their lessons from their experiences.

- Joe Chamberlain, Sr. Director, Support Services Service Supply Chain, KLA-Tencor
- Dillard Myers, Senior Manager, Global Service Operations, Cisco Systems
- Vipul Agrawal, Chief Technology Officer, MCA Solutions
- Michele Burk, Commander, US Navy, ICP
- Mark Kuhns, Vice President, Service Parts Management MRO, Manugistics

3:00 pm – 3:30 pm Break

3:30 pm – 5:00 pm Panel IV

Moderator: Morris Cohen

"Making it Happen: Implementing Transformation of the Service Supply Chain"

In this panel, we will share experiences of the challenges, success factors, and ideas on how to implement new models in managing the service supply chains. We will discuss the change management issues, the incentive alignments, managing outsourcing relationships, and other human factors.

- Pete Pazmany, Vice President, Sun Microsystems
- Dennis Cain, General Manager, Americas Global Supply Operations, Hewlett-Packard
- Carl Cull, Manager Service Parts Operations, Saturn
- Larry S. Miller, President, WorldChain

5:00 pm – 5:15 pm Closing Remarks

"Vision for the Service Supply Chain Future"

Morris Cohen and Hau L. Lee

5:15 pm – 6:30 pm Cocktail Reception