

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](#)
- [Rapheal 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**