

# SERVICE SUPPLY CHAIN STRATEGY FORUM

October 20, 2004

Graduate School of Business, Stanford University

**8:00 am – 8:30 am**                      **Breakfast and Registration**

**8:30 am – 8:45 am**                      **Opening Comments**

- Hau Lee, Co-Director, GSCMF, Stanford University
- [Morris A. Cohen, Co-Director, Fishman-Davidson Institute, The Wharton School, University of Pennsylvania](#)

**8:45 am – 10:00 am**                      **Panel I**

Moderator: Hau L. Lee, Co-Director, GSCMF, Stanford University

**"Redesigning the Service Supply Chain: The Outsourcing Challenge"**

- [Charles Menkhorst, VP Global Logistics, DHL](#)
- [Jim Molzon, Vice President, Customer Fulfillment, Solectron Corporation](#)

**10:00 am – 10:30 am**                      **Break**

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

Moderator: Morris A. Cohen, Co-Director, Fishman-Davidson Institute, The Wharton School, University of Pennsylvania

**"Performance Based Incentives for Improving Service Supply Chains"**

- Brad Berkson, Principal Assistant Deputy, Office of the Secretary of Defense
- [Luke J. Gill, VP, Jet Strike Fighter \(JSF\) Global Sustainment, Lockheed Martin](#)
- Stephen King, Operations Planning Manager, Boeing Integrated Defense Systems
- [Jill Kauffmann Johnson, Executive Director, Chemical Strategies Partnership](#)

**11:45 am – 1:15 pm**                      **Lunch**

**1:15 pm – 2:15 pm**                      **Panel III**

Moderator: [Naren Agrawal, Associate Professor, Santa Clara University](#)

**"Competing Through Service Based Strategies"**

- [Jim Reily, Vice President, Global Product Services, Cisco Systems](#)
- [Gregg Williams, Senior VP, North American Service, ABB](#)

**2:15 pm – 2:30 pm**                      **Break**

**2:30 pm – 3:45 pm**                      **Panel IV**

Moderator: Ann Grackin, CEO, ChainLink Research

**"Technology Developments in the Service Supply Chain: Transformation Opportunities"**

- [Vipul Agrawal, Executive Vice President, Products, MCA Solutions](#)
- Jonathan Oomrigar, Vice President, High Technology Industry, Oracle Corporations
- [Emily Rodriguez, Founder and Vice President, eBoomerang](#)
- [Chris Stephenson, SVP Global Consulting Services, Savi Technology](#)

**3:45 pm – 4:00 pm**                      **Break**

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

Moderator: Bob Salvucci, CEO, MCA Solutions

**"Application Case Studies"**

- [Rich Ruiz, Director of Provisioning, KLA–Tencor](#)
- [Harrie de Haas, Director Service Logistics, ASML, & Geert–Jan van Houtum, Associate Professor, Eindhoven University](#)

**5:15 pm – 5:30 pm**                      **Concluding Comments**

Hau Lee, Co–Director, GSCMH, Stanford University

**5:30 pm**                                      **Reception**