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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