

The 2014 Harry E. Salzberg Memorial Lecture Program



Thursday, October 2, 2014
2:00 p.m.

HELAINÉ AND MARVIN LENDER AUDITORIUM

*Hosted by Syracuse University's Martin J. Whitman School of Management,
home of the nation's first supply chain program.*

Whitman
SCHOOL of MANAGEMENT

SYRACUSE UNIVERSITY

SCHEDULE OF EVENTS

2 p.m.

Welcome Address and Opening Remarks

Kenneth A. Kavajecz

Dean

Whitman School of Management

2:15 p.m.

Presentations

The Zinsmeister Award

Kenneth Dick '15 B.S.

Presented by Gary LaPoint

Assistant Professor of Supply Chain Practice

The Robert H. Brethen Prize

Lauryn Nicole Kulkarni '15 B.S.

Presented by Fred Easton

Professor of Supply Chain Management

2:30 p.m.

Salzberg Award Presentation

Cummins Inc.

Accepted by Theodosia Rush

Executive Director – Global Supply Chain Planning and Logistics

Cummins Inc.

3:15 p.m.

Break

3:30 p.m.

Franklin Council for Supply Chain Management Professionals (CSCMP) Syracuse University Student Roundtable Presentation

Topic: Omni-Channel: Transforming the Retail Paradigm

Student presenters: Cory Sanderson '15 M.S., Alice Chen '15 B.S.,

Prashanth Kammili '16 MBA, Dinesh Ganesan '15 M.S.,

Puneet Kanchi '16 MBA

3:45 p.m.

Staples and the H. H. Franklin Center for Supply Chain Management Partnership Announcement

Rod Galloway
Vice President Logistics Strategy, Global Design, Engineering & Projects
Staples, Inc.

4 p.m.

UPS Presentation

Topic: Omni-Channel Retail: Current State and Future Trends
Bala Ganesh
Director, Retail Segment Marketing
UPS

4:30 p.m.

Panel Discussion: The Logistics of Omni-Channel: Making it Work

Moderator: David Aquino
Senior Vice President of Supply Chain, Operations & IT
Barco Uniforms

Panelists: Daphne Carmeli
Founder and CEO
Deliv

Jason Diaz
Founder
TaxiPass and GetRide

Rod Galloway
Vice President Logistics Strategy, Global Design, Engineering & Projects
Staples, Inc.

5:30 p.m.

Closing Remarks

SALZBERG MEDALLION

CUMMINS INC.

Cummins Inc., a global power leader, is a corporation of complementary business units that design, manufacture, distribute and service diesel and natural gas engines and related technologies, including fuel systems, controls, air handling, filtration, emission solutions and electrical power generation systems. Headquartered in Columbus, Ind., (USA) Cummins currently employs approximately 48,000 people worldwide and serves customers in approximately 190 countries and territories through a network of approximately 600 company-owned and independent distributor locations and approximately 6,800 dealer locations. Cummins earned \$1.48 billion on sales of \$17.3 billion in 2013.

Accepting Medallion on behalf of Cummins Inc.



THEODOSIA RUSH

Executive Director – Global Supply Chain Planning and Logistics
Cummins Inc.

As executive director - Global Supply Chain Planning and Logistics, Theodosia Rush leads several key supply chain functions for the company including logistics, warehousing, transportation, trade compliance, packaging, materials management and enterprise planning for Cummins locations around the world.

Rush is active in driving and supporting several company-wide supply chain transformation programs across these functions. These initiatives are multi-disciplinary and cross every corner of the Cummins enterprise. Ensuring they are implemented on-time and so as to facilitate smooth hand-offs amongst all the planning and logistics functions is core to the company's vision of market driven supply chains.

She began her career with Cummins in 1999. During her tenure, Rush has held a number of key roles in purchasing, manufacturing, human resources and marketing.

Outside of Cummins, Rush serves on the board at Mill Race Senior Services in Columbus.

She earned a bachelor's degree in liberal arts from Lenoir-Rhyne College in 1993 and completed her MBA at Indiana University in 1999.

MODERATOR



DAVID AQUINO '93 B.S.

Senior Vice President of Supply Chain and Operations, Barco Uniforms

David Aquino '93 B.S. is currently the senior vice president of Supply Chain and Operations at Barco Uniforms in Gardena, Calif. He was formerly the vice president of Supply Chain Strategy at educational publisher Houghton Mifflin Harcourt (HMH). Prior to HMH, Aquino was research director with AMR/Gartner, responsible for the research and analysis of supply chain developments in apparel and footwear, beverage, and supply chain organizational design.

Prior to Gartner, Aquino served as the vice president of Supply Chain at Aramark Uniform and Career Apparel, where he was responsible for developing the process, organization and proprietary supply chain technology to support the direct sale apparel organization and several key integration efforts between the three operating divisions. Aquino was also the vice president of Supply Chain at consumer products company AAi. FosterGrant and held key supply chain positions with Scholastic, Pepsi Bottling Group and Unilever.

Aquino earned his B.S. in marketing from Syracuse University and his MBA from Fordham University. He is certified in production and inventory management from the Association for Operations Management (APICS) and is currently an adjunct professor of supply chain management in the MBA program at Northeastern University.

PANELISTS



DAPHNE CARMELI

Founder and CEO, Deliv

Carmeli has more than 25 years of experience leading teams in high growth, category defining, entrepreneurial environments. Prior to her role as CEO and founder of Deliv, Carmeli was the CEO at Metreo, a pricing optimization software company, from its inception in 2000 through its acquisition in 2006. Prior to Metreo, Carmeli was the vice president of the eCommerce group at Netscape/America Online (AOL) and a member of the founding team and head of marketing at WebMD. Additionally, she keeps connected to all the newest disruptive technologies through service on several boards of companies in the software, mobile and crowdsourcing spaces.

PANELISTS



JASON DIAZ

Founder, TaxiPass and GetRide

Jason Diaz, founder of TaxiPass and GetRide, is helping lead the effort to bring the \$22 billion taxi and limo industry into the 21st century. TaxiPass/GetRide provides taxi drivers and their customers the convenience of card acceptance, plus fleets GPS, dispatch and app solutions.

With over 15 years of experience in the space, Diaz is no stranger to the taxi industry. As a still active New York City licensed Taxi driver (Hack # 497431), Diaz has been involved with improving the safety and quality of life of taxi, livery and limousine drivers and their passengers through a 501(c)3 nonprofit he founded called Cab Watch. Cab Watch organized over 10,000 cabdrivers in New York City to be the largest “neighborhood watch on wheels,” and has been responsible for capturing murderers, hit-and-run drivers as well as helping provide emergency assistance to fellow cabdrivers and New Yorkers in need.

Prior to Cab Watch, Diaz worked at Monitor Company, a strategic consulting firm where he helped Fortune 500 and other top companies with acquisitions, new market entry strategies, branding efforts, market research and business plans. He graduated Magna Cum Laude from the Wharton School of Business with an economics degree.

Diaz is also supportive of the philanthropic activities of his wife Nancy Lublin, who is currently the CEO of DoSomething.org, a national nonprofit that utilizes technology, awards and celebrities to get young people to perform community service.



ROD GALLAWAY

Vice President Logistics Strategy, Global Design, Engineering & Projects, Staples, Inc.

Gallaway is the vice president of Logistics Strategy, Global Design, Engineering & Projects for Staples, a leading supplier of office and business products with over \$25 billion in annual revenue operating over 200 fulfillment and delivery locations totaling more than 24,000,000 square feet. In his current role, Gallaway is responsible

for the location selection and mission of existing and future locations for the supply chain network. This includes the facility sizing, business units serviced, the design, material handling technology, field engineering, process improvement and the execution of projects.

Before coming to Staples in 1994, Gallaway was the vice president of Distribution Operations at FoxMeyer Drug, a multi-billion dollar pharmaceutical wholesaler, where he was responsible for national operations and delivery. He also held the position of vice president and general manager at HUMCO Labs with total P&L responsibility for manufacturing in the liquid and tablet business.



BALA GANESH

Director, Retail Segment Marketing, UPS

Bala leads the Retail Segment Marketing team at UPS, focusing on understanding consumer trends, retail marketing concepts and retail supply chain issues.

Previously, he managed UPS My Choice and built out the web, Facebook and mobile app functionality. Before joining UPS, he worked as an engagement manager at McKinsey & Co. Bala has a Ph.D. (AE) and MBA from Georgia Institute of Technology.

SALZBERG PROGRAM

The Salzberg Endowment was established in 1949 with a gift to the Whitman School of Management at Syracuse University by Murray M. Salzberg '37 B.S. to memorialize his father's distinguished career in transportation. Salzberg Medallions are awarded to individuals who have registered professional accomplishments of uncommon magnitude in logistics, transportation and supply chain management as well as to organizations or persons whose pioneering ideas or policies have reshaped their industry.

Today, the Salzberg Program and the H.H. Franklin Center for Supply Chain Management enrich the learning experience in innumerable ways, fostering a close community of students, faculty, staff and practitioners who collaborate to advance the state of knowledge, engage and stimulate the best effort of all. A leader in supply chain management education and research since 1919, the Whitman School offers B.S., M.S., MBA, Ph.D. and executive programs in supply chain management.

The support of the Salzberg Endowment, along with other resources dedicated to supply chain management, have helped the Supply Chain Management Program at Whitman achieve national recognition.

Recent recognitions of the Whitman Supply Chain Management Program includes:

#18 in supply chain management undergraduate programs - *Gartner* (2014) * #13 supply chain masters programs - *Gartner* (2014) * #25 graduate program - *U.S. News & World Report* (2012) * #6 in supply chain masters programs - *Gartner* (2011) * #16 in supply chain management undergraduate programs - *Gartner* (2011) * #26 in best operations management programs, undergraduate specialty rankings - *Bloomberg Businessweek* (2011) * #17 in operations management - *Bloomberg Businessweek* (2010) * #17 in operations management - *Bloomberg Businessweek* (2010) * Top 15 in operations - *The Princeton Review & Entrepreneur Magazine* (2009) * #1 in supply chain management/risk management - *AMR Research* (2009) * #3 in supply chain management/sustainability - *AMR Research* (2009)

Past Recipients of the Salzberg Medallion

2013 Earl E. Congdon, Kuehne + Nagel Inc.* 2012 Michael Haverty, Don Ralph * 2011 C&S Wholesale Grocers, Inc., Dr. Yossi Sheffi * 2010 PepsiCo * 2009 Michael J. Ward, Malcom McLean (posthumous) * 2008 NIKE * 2007 William G. "Gus" Pagonis * 2006 Glen T. Meakem * 2005 Herbert S. Shear * 2004 Dell Inc., Dr. Robert G. Brown * 2003 Wegmans Food Markets Inc. * 2002 Maria McIntyre, William Copacino * 2001 Larry M. Sur * 2000 George D. Warrington, Myron P. "Mike" Shevell, Raymond C. Burton, Jr. * 1999 J.B. Hunt, Robert P. Neuschel * 1998 Guenter Rohrmann, Nicholas J. LaHowchic, Mary Lou Fox * 1997 John Campbell Carruth, Joseph C. Andraski, Southwest Airlines * 1996 James C. Comerford, Newton A. Graves, Dr. Theodore O. Wallin, *Traffic World Magazine* * 1995 Phillip C. Yeager, Dr. Aaron J. Gellman * 1994 Donald J. Schneider, William J. Augello, Port of Singapore Authority * 1993 James A. Hagen, Council of Logistics Management * 1992 Clifford F. Lynch, George Wilson, Colorado Transportation Community * 1991 W. Don Welch, Nat Welch * 1990 George E. Powell Jr. * 1989 Hays T. Watkins, Dr. Donald J. Bowersox * 1988 Robert V. Delaney, Dr. John Hazard * 1987 Richard Haupt, Clarence M. Ditlow, United Parcel Service * 1986 Dr. Alfred E. Kahn * 1985 John C. Emery, L. L. Waters * 1984 James M. Beggs * 1983 L. Stanley Crane, Dr. Bernard J. LaLonde * 1982 Robert A. Bandeen * 1981 Frederick W. Smith * 1980 J. Robert Morton * 1979 Louis J. Gambaccini * 1978 Wayne M. Hoffman, Dr. Charles A. Taff * 1977 William K. Smith * 1976 Raymond Schuler * 1975 B. R. Stokes * 1974 William Johnson, Dr. Virgil D. Cover * 1973 William G. White * 1972 Dr. Paul W. Cherington * 1968 Alfred E. Perlman, Dr. William P. Tolley * 1967 J. Burch McMorran * 1966 Alan S. Boyd * 1965 Robert E. Peach * 1964 Walter F. Carey * 1963 Hugh L. Dryden * 1962 I. Sewell Morris * 1961 Stuart Saunders * 1960 Lewis G. Castle * 1959 Hon. Elwood R. Quesada * 1958 George P. Baker * 1957 Charles F. Kettering * 1956 Howard S. Cullman * 1955 Dr. E. Grosvenor Plowman * 1953 Hon. Clyde B. Aitchison * 1952 Harmer E. Davis * 1951 Richard C. Colton * 1950 C. R. Smith * 1949 Lewis K. Silcox

Past Recipients of the Walter K. Zinsmeister Award for Outstanding Performance in Supply Chain Management

2013 Bing Gao * 2012 Jinny Cheung * 2011 Ashley Marie Pomaika'i Williams * 2010 Jennifer Rusnica * 2009 Michael Harney * 2008 Matthew Agnello * 2007 Caryn Espy * 2006 Christopher Rhinehart * 2005 Emily Swiatek * 2004 Amanda Witham * 2003 Bethany Kibbe Collins * 2002 Darwin Salicrup * 2001 Angela Cheung * 2000 Natalie Martin * 1999 Matthew Madden * 1998 Joshua Nelson * 1997 Leah Carr * 1996 Jennifer Connal Stanton

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