

Main speakers



Dr. Daniel A. Glaser-Segura

has worked in Argentina, Mexico, and the United States. He is an Associate Professor of Management at Texas A&M University – San Antonio. He has

published in the field of international supply chain management and has conducted research on international supply chain activities for the National Academies of Science COBASE program, International Research Exchange Board (IREX), the Institute for Supply Management (ISM), and the Mexican Trade Commission. Dr. Glaser-Segura has also taught at Universitatea Babeş Bolyai, Academia de Studii Economice, and Universitatea Ioan Cuza as a Fulbright Scholar. He has traveled throughout much of Romania, studied its language, and enjoyed the friendship of his Romanian colleagues.



Dan Marius is one of the top Senior Consultant in Lean Six Sigma in Romania. Having studied quality engineering within the Atomic Energy of Canada and at Ecole Nationale

Supérieure des Arts et Métiers, he has a powerful background in Quality Management and was the first certified auditor in the automotive industry in Romania. Since 2011 he has been coordinating and implementing a POSDRU project entitled Lean Romania, a project which is designed to improve overall efficiency in different Romanian companies in the automotive industry. Having been involved in business development with VW-Audi, Daimler, BMW, and training & consulting projects in companies like , Renault, Dacia, Ford he has a keen eye for excellence in execution and can extend the concepts applied in these projects to all industries that are focused on continuous improvement.

Abstract

Supply Chain Management presentation

Prof. Daniel Glaser Segura

The new world: the global crisis reshaped the rules of the “game” and has forced the organizations to rapidly adapt in order to survive

Managing the new reality

unprecedented demand volatility, increasing customer requirements and longer lead times, companies have never struggled so much to make sense of demand signals and respond accordingly.

Negative effects of uncertainty - backorders, incomplete orders, large safety stocks, Bullwhip effect

The aggressive approach

Increase safety stocks to increase sales

Decrease quality to reduce prices and increase volume

The defensive approach

Reduce product offerings in order to reduce WC

Reduce inventory levels – reduced service level

The diligent approach

Inventory management, balancing the supply chain response, demand driven supply chain

Abstract

Supply Chain Management presentation

Prof. Daniel Glaser Segura

Plan to Change The Future : respond to uncertainty and maintain customer demand without creating excessive inventories.

Reshape

Operational Strategy: Three Ms of Strategy

Monitor - Market analysis. Definition of Order Qualifiers/Winners, Use of tools (SWOT, Porter's Diamond) and definition of Core Competences.

Metrics - Measure before making changes. Balanced Scorecard (BSC) and SCOR

Maps - Planning/organizing/communicating change

Empower

Develop supply chain management competences in your organizations

Empowerment of the supply chain teams

Adding a planner on the SCM teams

Trainings

Group and individual performance

Perform

Deliver Sustainable Profitable Growth Through a lean and balanced Supply Chain

Demand sensing. New product introduction with zero sales history

Sales forecasting: budgeted versus actual sales

Demand planning and collaboration

Inventory optimization for product mix (against multiple target criteria)

Capacity planning. MRP / DRP / MPS

Replenishment techniques



Demand
Solutions®



Excellence in Supply Chain Management Conference

6th of November, Novotel Hotel, Bucharest, Romania

Abstract

Supply Chain Management presentation

Prof. Daniel Glaser Segura

**Broaden your perspective on Supply Chain Management:
Integrate & Synergize**

Sales & Operations Planning

a tighter integration of S&OP and new product introductions can yield more efficient and profitable product offerings

Next step from historical demand driven supply chain to educated planning & forecasting

- Integrating the sales department

- Integrating the marketing department

- Integrating the finance department

- Integrating the production & logistics

Collaborative Planning and Forecasting

Supplier partnerships: supplier development, early supplier involvement, long term relationships, quality certification of suppliers.

Global supply chains: Far East trading, Emerging markets

Software integration

Abstract

Lean Six Sigma presentation

Senior consultant Dan Marius

**Lean Six Sigma – When less is more and more is better
Reshaping the Cost-Time-Quality Triangle**

The challenges for manufacturing companies

Lower demand caused by the economic crisis

Highly competitive market due to customers increasing expectations

Huge pressure on reducing production costs

Globalization – new markets and new players

Reengineer your success

6 Sigma

Business process management

Increase data accuracy

Reduce process variability

Using KPIs

Lean manufacturing

Balance

Waste

Inventory

Value Stream Mapping

Lean Six Sigma

is a combination of two very powerful business management techniques - Lean and Six Sigma. It is a culture of continuous improvement and customer focus through the optimization of both information and material flow