

Details covering the proposed event to be hosted by DHL ISC
at the MCG, Melbourne,
on Wed 5 August, 2009.

Address: by Dr John Gattorna, Supply Chain 'Thought Leader' and Author

Title: 'Dynamic Alignment': a new business model for tomorrow's enterprise supply chains

Abstract:

Conventional designs for logistics networks and the wider supply chains of yesteryear are failing badly as we move into an era characterized by rapidly changing consumer/customer buying behavior, recessionary trading conditions, supply uncertainty, and the implied pressures of CSR and sustainability. Something has to change, fundamentally.

Dr Gattorna has developed a new business model, 'dynamic alignment', which he has been testing in the field with remarkable results for the last two decades. Details of this pioneering work was reported in his acclaimed book, *Living Supply Chains* (FT Prentice Hall, Harlow, 2006), and several ground-breaking case studies are reported in his forthcoming book, *Dynamic Supply Chain Alignment* (due to be published in June 2009 by Gower Publishing, Farnham, UK). Attendees at the DHL hosted event will receive a signed copy of the latter book following Dr Gattorna's address on the day.

Dr Gattorna will explain how the model can be applied by all parties in enterprise supply chains, suppliers, manufacturers, retailers, and Third party service providers- this new way of designing and operating contemporary supply chains is relevant to all the above. He will also explain the 4-level diagnostic he has developed to test the degree of 'alignment/mis-alignment' in a particular supply chain(s). Hopefully, this address will inspire attendees to revisit their supply chains and apply some of the ideas presented on the day.

A word about the speaker:

Dr John Gattorna is an acknowledged "thought leader" on the global supply chain scene. For over two decades he has researched, consulted, and worked in various capacities in and around enterprise supply chains. He established and led the Australian and South Asian Accenture supply chain practice, 1995-2002, and has since focused on advising Boards and senior management on how to improve the "alignment" of their enterprise supply chains with customers, suppliers, and third party providers. John's writing on the subject of supply chain strategy is avidly followed by an international audience. He is also much sought after as a speaker on the international conference circuit, and holds a number of visiting professorships at universities in Australia, the UK, Asia, and Europe. John always welcomes contact from interested parties in the global supply chain community, and can be contacted as follows:
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