

33rd Annual POMS Conference, Orlando Florida, May 21-25, 2023
PRACTICE LEADERS FORUMS

Monday, May 22, 2023

9:45 AM 11:15 AM: Practice Leaders Forum – 1

1:45 PM - 3:15 PM: Practice Leaders Forum - 2

Venue: Manatee Spring

Practice Leaders Forum – 1

Session Title: World-Class Supply Chain Management

Moderator: Dr. Muge Yayla-Kullu (University of Central Florida)

Speakers:

1. Ms. Karen Jordan – PepsiCo Beverages North America, Senior Vice President and Chief Supply Chain Officer
2. Mr. Matt Livesay – Red Lobster, Senior Vice President and Chief Supply Chain Officer

Abstract: This session presents various operational challenges, solutions and innovations observed by world-class practice leaders in supply chain management. We have senior executives joining us from PepsiCo and Red Lobster discussing a wide range of topics from demand management, data analytics, and inventory to retail and service operations. Their views open up research opportunities for supply chain and operations management researchers.

Ms. Karen Jordan

Karen Jordan is Senior Vice President, Chief Supply Chain Officer for PepsiCo Beverages North America (PBNA). Ms. Jordan has been with Pepsi for over 20 years. Her role includes leadership of end-to-end supply chain for PepsiCo's \$26Bn Beverage Business, including all Manufacturing Plant Operations, Transportation, Fleet operations, Planning, Integration and Commercialization for the U.S. and Canada. Karen is also responsible for leading the Quality Control, Engineering, EHS Stewardship, Contract Manufacturing and Supply Chain Strategy Functions across PBNA. The current organization encompasses over 10,000 employees; supply chain planning & product availability for over 300 DSD & Warehouse Delivered locations, 61 Manufacturing plants and a Logistics Operation that includes the largest private fleet in NA. Overall, she is accountable for strategically leading the supply chain to drive operating excellence that delivers share & revenue growth; grows productivity and grows the capability & culture of her organization.



Ms. Jordan has served in multiple senior supply chain leadership roles across the world. These include her previous assignment as the Senior Vice President, Operations for PBNA's South Division, a \$5Bn business. Prior to this role, Ms. Jordan was based in NY and led the PBNA Supply Chain Planning, Commercialization and Strategy teams. In this role, her additional accountabilities included Contract Manufacturing, Productivity and Franchise Operations. Ms. Jordan was appointed to position of Senior Vice President, Supply Chain, PepsiCo North American Nutrition (NAN) in October 2016. In this role, Ms. Jordan had end-to-end supply chain responsibility for PepsiCo's (NAN) Business, which included the Gatorade, Tropicana, Quaker, Naked Juice, and Kevita brands.

Ms. Jordan joined PepsiCo in 2002 in Somers, NY. Her PepsiCo career has included assignments of increasing responsibility in Supply Chain, Plant Management, Warehouse Operations, and Global Concentrate Supply Chain. Karen is known for delivering best in class results through developing diverse teams. She has been a passionate champion of PepsiCo's Diversity Equity and Inclusion agenda through participation and leadership of diversity advisory board activities at both regional and national levels. She currently serves as the executive sponsor of PepsiCo's North American Women's Inclusion Network (WIN) ERG. Prior to PepsiCo, Ms. Jordan worked for Procter & Gamble in Supply Chain, Manufacturing and Human Resources. Karen has a BSE in Civil Engineering/Operations Research from Princeton University and an MA in Transformative Leadership and Social Change from the Maryland University of Integrative Health.

Mr. Matthew Livesay

Mr. Matt Livesay is Senior Vice President and Chief Supply Chain Officer for Red Lobster, the world's largest seafood restaurant company. In his current role Matt is responsible for leading all of Red Lobster's Supply Chain activities including over \$800MM of food, supplies and equipment purchases as well as foodservice distribution, third party logistics and other services for over 670 locations globally. In addition, Matt oversees the Total Quality and Food Safety team that is responsible for food safety, product quality and restaurant inspection programs.



Matt initially joined Red Lobster as part of General Mills Restaurants, Inc. in 1993 and held various corporate roles prior to joining the Supply Chain team at Darden in 2007. During his time in Supply Chain at Darden and Red Lobster Matt held a number of leadership positions in Procurement, Distribution, Logistics and Supply Chain Strategy.

Matt remains professionally active in many supply chain, seafood and restaurant industry associations and collaborative engagement groups. He holds a Bachelor of Arts degree from the University of Florida and earned his MBA from the University of Central Florida

Practice Leaders Forum – 2

Session Title: Sourcing and Manufacturing

Moderator: Dr. Gangshu (George) Cai (Santa Clara University)

Speakers:

1. Ershen Ali – Vice President Business Development, Flex Ltd
2. Ryan Carter - Senior Vice President, Americas Operations – AIT Worldwide Logistics
3. Wenli Yu - CEO of Archimedes Controls Corp.

Abstract: This session explores strategies in sourcing, outsourcing, and manufacturing for international companies, addressing challenges such as supply shortages, globalization, and trade tensions. It also discusses supplier relationship management, sustainability, emerging technologies, reshoring vs. offshoring, risk management in global supply chains, and future opportunities for growth and innovation in these sectors.

Ershen Ali

Ershen is currently the VP of Business Development at Flex Ltd. A multinational diversified manufacturing company. Ershen has over 15 years of accumulated professional experience in supply chain, manufacturing, and logistics. Prior to business development, Ershen held various leadership roles in Finance at Flex Ltd. and CEVA Logistics across the US in Houston, Los Angeles and San Jose. Ershen has in depth knowledge of core contract manufacturing practices and trends globally. He also has strong financial proficiency regarding techniques and tools used in working capital financing within the manufacturing process.

Ershen holds a bachelor's in business administration and an MBA from Loyola Marymount University in Los Angeles and is a part time adjunct lecturer at Santa Clara University.



Ryan Carter

Ryan Carter is the senior vice president of operations for AIT Worldwide Logistics overseeing the Americas region as well as the company's home delivery business unit in the U.K. Over the course of his 28-year career, Ryan has gained a reputation in the supply chain industry as an accomplished senior level executive with a consistent history of successful strategic and tactical leadership. Before joining AIT in 2015, he served in various leadership roles at CEVA Logistics with an emphasis in operations management, sales management and business transformation.

Ryan holds degrees from University of Tennessee and Royal Melbourne Institute of Technology in business and supply chain management, respectively.



Wenli Yu

Wenli Yu, currently serves as CEO of Archimedes Controls Corp., a Silicon Valley based technology innovator, designer and manufacturer of IIoT and cloud-based security and industrial control systems for monitoring, automation, data centers, agriculture and transportation marketplaces. Archimedes Controls was named as an Emerging Player in the Wireless Sensor Network Market by Prophecy Market Insights.

Prior to co-founding Archimedes, Wenli served as General Manager, Chairman and Legal Representative of JDSU (China WOFE), a global optical technology leader responsible for its operations in China and business expansion in Asia. Wenli has over 30 years of experiences in marketing, business development, R&D and manufacturing partnerships in North America, Asia and Europe for carrier and enterprise marketplaces. Before joining JDSU, Wenli founded and co-founded multiple technology startups backed by Silicon Valley and Mid-Atlantic based venture capitals and acquired by publicly traded companies (Lucent, PMC-Sierra, Vina). Over the decades of his career, he worked as Product Line Manager, Hardware Manager and was instrumental in developing, managing and winning market leadership positions for several brand-name communications products in the global communications market. Wenli has also been an advocate of technologies, customer applications and market deployment for smart cities, data centers, big data, cloud computing networks and IoT.

Wenli received his MS and BS degrees in Electrical Engineering from the University of Maryland. He has been a Limited Partner of several US-based venture capitals and mentor/advisor for startups and VCs. He also holds several U.S. patents in various technology fields.

