



2007 Pros to Know

March, 2007

Honoring supply chain leaders driving strategic transformation

By Andrew K. Reese and Sarah Murray

In C-level suites and boardrooms around the world, Supply Chain increasingly is viewed as a strategic function. CEOs and CFOs are coming to understand the supply chain's impact not only on the bottom line but on the top line as well. Yes, as a function, Supply Chain must continue to deliver year-over-year efficiencies, reducing costs and ensuring greater return on assets. But chief executives also are recognizing that revenue growth depends, to a significant extent, on the ability of their supply chains to provide a competitive edge.

With this, *Supply & Demand Chain Executive's* seventh annual Pros to Know feature, we are highlighting the men and women who are driving the transformation initiatives and achieving the successes that are helping Supply Chain earn recognition as a true strategic partner to the business. By turning the spotlight onto these Practitioner Pros to Know, we are not only recognizing their accomplishments but also offering them as role models for other executives looking to take their own organizations to a higher, more strategic level within the enterprise.

We also are highlighting Provider Pros to Know — executives at supply chain solution and services providers, as well as analysts and consultants — who have made significant contributions to elevating the status of Supply Chain. Their collective role as "enablers" of transformation cannot be underestimated and is deserving of recognition, too.

As a function, Supply Chain has made great strides in recent years, but much work remains to be done. Our 2007 Pros to Know are continuing to raise the bar within their companies and their industries, and *Supply & Demand Chain Executive* both salutes their achievements and looks forward to reporting on their continued successes.

Provider Pros to Know

Executives from supply chain technology and service providers, as well as from the consulting and analysis worlds, have played a vital role in promoting Supply Chain as a strategic function within the enterprise, both by addressing C-level leaders at industry



conferences and in the media, and by providing the key enabling tools that supply and demand chain professionals can leverage to achieve the kind of bottom-line impact that gets the function noticed in the boardroom. For that reason, this year, as in the past, Supply & Demand Chain Executive is recognizing the following 2007 Provider Pros to Know for their contributions in elevating Supply Chain within the enterprise.

Enterprise Systems/ERP

Narayan Laksham, founder and president of lean manufacturing software provider Ultriva (www.ultriva.com), has been evangelizing, since 1999, that "leaning" the supply chain is the key to improving on-time performance of a plant, the supply chain is a natural extension of manufacturing, and collaboration must include the shop floor along with purchasing and suppliers. His message has helped organizations refocus supply chain metrics away from cost management and toward profitability and growth.

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