

Fall 2023 Supply Chain Leaders' Forum

Supply Chain Analytics

- 8:30 am **Beverage Service/Limited Breakfast Assortment**
- 9:00 am – 9:15 am **Welcome**
Steve Tracey, Executive Director, Center for Supply Chain Research
The Pennsylvania State University
- 9:15 am – 10:15 am **In the Actor's Studio with Sergey Naumov and Steve Tracey**
Sergey Naumov, Assistant Professor of Supply Chain Management, Smeal College of Business, The Pennsylvania State University; and Steve Tracey, Executive Director, Center for Supply Chain Research, The Pennsylvania State University
- 10:15 am – 10:30 am **Break**
- 10:30 am – 11:45 am **Dell's Supply Chain Digital Transformation Journey**
Swapna Digumarti, Director of Digital Supply Chain, Dell Technologies
- 11:45 am – 1:00 pm **Lunch**
- 1:00 pm – 2:00 pm **Demand Forecasting with Machine Learning and Supply Chain Information**
Hui Zhao, CSCR Co-Director of Research, Professor, Charles and Lilian Binder Faculty Fellow, Smeal College of Business, The Pennsylvania State University
- 2:00 pm – 2:15 pm **Break**
- 2:15 pm – 3:15 pm **Unleashing AI and Machine Learning: Amazon's Strategy, Success, and Challenges**
Neal Cauley, Principal Global GTM Leader, Amazon QuickSight
- 3:15 pm – 3:30 pm **Break**
- 3:30 pm – 4:30 pm **Victoria's Secret Supply Chain: The Journey from Data to Insights**
Brandon Shook, Director of Supply Chain Planning and Analytics, Victoria's Secret
- 4:30 pm – 4:45 pm **Wrap-up**