**IBM’s Approach to Leveraging CSCR’s Sponsorship Portfolio**

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00:00:12.529 --> 00:00:15.909

From the nation's leading supply chain university program.

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00:00:16.020 --> 00:00:22.020

We welcome you to the Penn State Supply Chain podcast brought to you by the Center for Supply Chain Research.

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00:00:22.170 --> 00:00:23.309

Here are your hosts,

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00:00:23.319 --> 00:00:25.340

Steve Tracy and Irv Grossman.

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00:00:30.700 --> 00:00:34.159

Welcome everyone to the Penn State Supply Chain podcast.

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00:00:34.169 --> 00:00:46.970

Today is episode 25 and we're gonna be talking about IB M's approach to leveraging their Center for supply chain research sponsorship portfolio and how they do that in the best interest of both IBM,

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00:00:47.240 --> 00:00:49.970

their associates and employees and their customers,

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00:00:49.979 --> 00:00:51.360

our uh students,

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00:00:51.369 --> 00:00:52.430

faculty and staff.

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00:00:52.439 --> 00:00:53.909

So it's a great relationship.

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00:00:54.369 --> 00:01:04.169

IBM is an exemplar of the several ways that our valued sponsors leverage their partnership with Penn State and how they maximize the many benefits that are offered to them.

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00:01:04.620 --> 00:01:04.919

Today,

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00:01:04.930 --> 00:01:11.519

we're pleased to be joined by Brenda beg the supply chain project leader for IBM systems and her colleague Leanne mcpherson,

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00:01:11.750 --> 00:01:19.510

the supply chain skills leader to discuss the several ways that they've used their member benefits uh to their advantage in terms of their business strategy,

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00:01:20.040 --> 00:01:23.430

their employee advancement and more so welcome Brendan Leanne.

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00:01:23.900 --> 00:01:26.830

So a little bit of background on our uh people are joining us today.

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00:01:26.839 --> 00:01:30.169

So as the supply chain project leader for our IBM systems,

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00:01:30.180 --> 00:01:36.319

Brenda has over 30 years of supply chain knowledge um in operations and transformation experience.

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00:01:36.760 --> 00:01:40.480

She's delivered supply chain solutions in product planning,

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00:01:40.489 --> 00:01:41.430

product end of life,

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00:01:41.440 --> 00:01:42.370

inventory management,

22

00:01:42.379 --> 00:01:42.889

supplier,

23

00:01:42.900 --> 00:01:43.800

relationships,

24

00:01:44.470 --> 00:01:45.940

building business partnerships,

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00:01:45.949 --> 00:01:46.949

contract management.

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00:01:46.959 --> 00:01:47.569

You name it.

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00:01:47.839 --> 00:01:50.169

She has a laundry list of letters after her name.

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00:01:50.180 --> 00:01:51.809

I'm not gonna read them all off,

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00:01:51.819 --> 00:01:55.190

but I will say that she um does have her advanced degree,

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00:01:55.199 --> 00:01:57.650

a Masters of Business Administration.

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00:01:58.029 --> 00:01:58.970

And like I said,

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00:01:58.980 --> 00:02:00.750

she's got a plethora of letters,

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00:02:00.760 --> 00:02:04.809

but she also has a plethora of certifications inside Aib M.

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00:02:04.819 --> 00:02:06.510

And it's been a pleasure to be a partner with you,

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00:02:06.519 --> 00:02:06.849

Brenda.

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00:02:06.860 --> 00:02:08.009

Thanks for joining us today.

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00:02:08.289 --> 00:02:11.740

Thank you and her colleague Ali mcpherson,

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00:02:11.750 --> 00:02:19.800

who's the skills lead also has over several decades of supply chain experience and she's held in managed roles in various businesses areas across the supply chain,

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00:02:19.809 --> 00:02:21.860

including distribution operations,

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00:02:21.869 --> 00:02:22.830

global finance,

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00:02:22.839 --> 00:02:23.830

global logistics,

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00:02:23.839 --> 00:02:24.779

inventory management,

43

00:02:24.789 --> 00:02:27.199

business control sourcing and supplier relationships.

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00:02:27.210 --> 00:02:30.110

She's also the co-chair of Wing Canada,

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00:02:30.119 --> 00:02:32.039

that's women and IBM networking group,

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00:02:32.050 --> 00:02:38.589

connecting uh women professionals to the resources and employee groups that broaden their network and aligned to their values.

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00:02:38.600 --> 00:02:41.250

I'm sure you're very proud of that from a supply chain perspective.

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00:02:41.259 --> 00:02:46.279

She's currently responsible for amplifying IBM supply chain communication skills and eminence.

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00:02:46.289 --> 00:02:48.350

And I think that's probably what brings you here today.

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00:02:48.360 --> 00:02:49.449

So thanks for joining us,

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00:02:49.460 --> 00:02:49.850

Leanne.

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00:02:50.100 --> 00:02:50.729

Thank you.

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00:02:50.740 --> 00:02:51.720

Glad to be here.

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00:02:52.220 --> 00:02:54.729

So let me start with to begin uh as an introduction.

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00:02:54.740 --> 00:02:59.889

Can each of you share a bit of your background with IBM and how you got to your current role at IBM?

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00:03:00.199 --> 00:03:00.830

I'll start.

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00:03:00.919 --> 00:03:13.610

So I'd like to introduce myself as an enthusiastic supply chain professional who as Steve mentioned the past 30 years has enjoyed reimagining and reinventing supply chain operations.

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00:03:13.880 --> 00:03:23.630

I'm passionate about project management and agile skills to drive optimization and resiliency into our extended supply chain organization.

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00:03:24.279 --> 00:03:27.419

In my current role as an IBM supply chain project leader,

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00:03:27.669 --> 00:03:32.550

I have the opportunity to lead the development of supply chain management systems,

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00:03:32.649 --> 00:03:37.100

consult on supply chain disruption uh strategies,

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00:03:37.110 --> 00:03:41.860

resiliency planning all while driving employee upskilling initiatives.

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00:03:42.449 --> 00:03:45.949

One of those upscaling initiatives is what we're going to be talking about today,

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00:03:45.960 --> 00:03:46.229

Steve,

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00:03:46.240 --> 00:03:47.149

as you mentioned,

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00:03:47.279 --> 00:03:55.309

how to leverage your CS cr sponsorship to drive the employee engagement upskilling and value to your own organizations.

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00:03:56.059 --> 00:03:56.470

Leanne,

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00:03:56.479 --> 00:03:57.300

let's hear from you.

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00:03:57.729 --> 00:03:58.339

All right.

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00:03:58.350 --> 00:03:59.389

So as you mentioned,

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00:03:59.399 --> 00:04:03.970

I've had the opportunity and the honor to have many roles in IBM.

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00:04:03.979 --> 00:04:14.720

And that is one of the benefits of working for IBM is just there's so many different roles and opportunities that you can be a part of both internally and externally which we're gonna talk about today.

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00:04:14.729 --> 00:04:19.320

As Brenda mentioned throughout my career at IBM,

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00:04:19.329 --> 00:04:30.510

I've just been really passionate about fostering leadership within the individuals within my organization and the development of those skills that are going to continue to create value,

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00:04:30.519 --> 00:04:40.350

not only for them um but for the organization as well and just fostering that collaboration and mentorship throughout the organization to create that brand for the organization,

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00:04:40.359 --> 00:04:42.309

as well as their own personal brand.

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00:04:42.640 --> 00:04:43.670

So as you mentioned,

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00:04:43.679 --> 00:04:44.420

Steve right now,

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00:04:44.429 --> 00:04:47.799

I am responsible for communication skills and eminence.

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00:04:47.809 --> 00:04:52.820

And I also run a program for our engagement within the supply chain organization.

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00:04:52.950 --> 00:05:03.440

And this is where we're really bringing together people and looking for opportunities for cross functional external experiences that really just help grow and create that sense of belonging.

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00:05:03.450 --> 00:05:05.459

So I'm very happy to be here today.

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00:05:05.470 --> 00:05:06.619

So thanks for having me.

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00:05:07.329 --> 00:05:07.790

Thanks.

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00:05:07.799 --> 00:05:08.399

It's of course,

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00:05:08.410 --> 00:05:09.029

our pleasure.

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00:05:09.040 --> 00:05:11.029

And um thank you again for,

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00:05:11.040 --> 00:05:12.329

for joining us here today.

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00:05:12.339 --> 00:05:16.309

I can tell by the way you describe what you do that there's a passion for what you do.

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00:05:16.320 --> 00:05:18.750

So fits right into what we want to talk about today.

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00:05:19.369 --> 00:05:21.070

So let's get to the main discussion here.

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00:05:21.079 --> 00:05:23.269

IBM is a 2.5 decade,

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00:05:23.279 --> 00:05:26.670

25 year plus sponsor of the Center for Supply Chain Research.

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00:05:26.679 --> 00:05:35.700

So predates my time here at Penn State and there's many ways in which you've interacted with Penn State benefits and they've certainly changed over the years.

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00:05:36.140 --> 00:05:42.200

Can you share with the audience how uh the corporate sponsor program that we offer to all of our sponsors?

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00:05:42.209 --> 00:05:43.709

But specifically with IBM,

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00:05:43.720 --> 00:05:46.579

how it aligns with your organizational goals?

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00:05:47.369 --> 00:05:48.399

Absolutely.

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00:05:48.410 --> 00:05:50.630

So I'm happy to talk about this one.

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00:05:50.850 --> 00:05:51.890

So as you mentioned,

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00:05:51.899 --> 00:05:52.190

Steve,

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00:05:52.200 --> 00:05:59.869

we've had a longevity in our partnership with the CS cr and it has really allowed us to build a strong relationship of collaboration,

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00:05:59.880 --> 00:06:03.510

core experience that provide benefit and insights for both of us.

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00:06:03.519 --> 00:06:10.679

It supports our IBM supply chain organization really with providing us with opportunities for continued supply chain skills,

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00:06:10.790 --> 00:06:12.709

as well as expertise and,

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00:06:12.720 --> 00:06:14.910

and thought leadership and you know,

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00:06:14.920 --> 00:06:15.869

how is that done?

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00:06:15.880 --> 00:06:16.040

Well,

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00:06:16.049 --> 00:06:20.459

it's done through the diversity of programming that's available to us through this sponsorship,

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00:06:20.649 --> 00:06:23.809

as well as the opportunity for executive presence.

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00:06:23.820 --> 00:06:25.279

And Shannon Beacher,

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00:06:25.290 --> 00:06:32.470

our vice president of services Supply chain currently chairs the CS CR advisory board at this time.

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00:06:33.140 --> 00:06:36.750

But in addition to that from a programming and networking perspective,

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00:06:36.760 --> 00:06:38.720

we're able to develop through,

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00:06:38.730 --> 00:06:38.940

you know,

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00:06:38.950 --> 00:06:52.779

the one week learning program um and the certificate programs that are available as well as our collaborative five week learning program that provides employees with a three week learning that's done through your portal as well as your instructors.

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00:06:53.230 --> 00:07:04.929

And then it allows our employees to then take that knowledge and take those themes that have been discussed and learned over those three weeks and apply them in a two week sprint where teams prevent present sorry,

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00:07:04.940 --> 00:07:10.910

an innovative solution to an IBM supply chain challenge or optimization opportunity.

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00:07:11.059 --> 00:07:18.190

And we've had great response to this and I know this is something that Brenda is going to talk further about in a bit but piloted this year as well.

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00:07:18.200 --> 00:07:25.720

We've had the classroom participation where IBM supply chain employees present and speak to students on an area of expertise.

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00:07:26.010 --> 00:07:36.779

Um We've also had keynote speaker opportunities and this is an opportunity for us to create that external eminence for our employees as well as share those insights with the students.

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00:07:37.070 --> 00:07:44.010

And then we also have that opportunity to provide that leadership and insight as well on the research project programs as well.

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00:07:44.149 --> 00:07:47.320

So all in all this is an advent just for building employees,

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00:07:47.329 --> 00:07:51.720

eminence and supporting our internal programs within IBM as well.

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00:07:51.839 --> 00:07:55.690

And one that comes to mind is our supply chain management program.

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00:07:55.700 --> 00:07:59.619

And part of earning this accreditation is demonstrating your external eminence,

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00:07:59.790 --> 00:08:02.230

which is really supported through your programming.

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00:08:02.500 --> 00:08:04.380

And so all in all,

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00:08:04.390 --> 00:08:08.540

just a breadth of opportunities um through the sponsorship program that we have with you.

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00:08:09.420 --> 00:08:09.910

Thanks,

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00:08:09.920 --> 00:08:10.089

I've,

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00:08:10.100 --> 00:08:14.130

I've always been impressed at the fact that how and I truly mean this,

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00:08:14.140 --> 00:08:24.049

what a great job IBM does of allowing your professionals to go out and build their eminence in their brand in industry here with academia.

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00:08:24.059 --> 00:08:31.880

Like it's always impressed me that something I hope you ladies will pass back on to your leadership that not everybody does that,

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00:08:31.890 --> 00:08:32.309

you know,

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00:08:32.320 --> 00:08:35.159

and that's something that IBM should be hopefully is particularly proud of.

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00:08:35.169 --> 00:08:35.729

But it's,

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00:08:35.739 --> 00:08:36.969

it's a little unique.

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00:08:36.979 --> 00:08:39.280

I'm not saying other people don't do it,

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00:08:39.690 --> 00:08:40.320

but you,

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00:08:40.330 --> 00:08:42.669

you are definitely the gold standard when it comes to that stuff.

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00:08:43.679 --> 00:08:43.919

Yeah,

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00:08:43.929 --> 00:08:46.390

it's something that's really encouraged with IBM and,

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00:08:46.630 --> 00:08:47.219

you know,

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00:08:47.229 --> 00:08:48.739

the broad IBM,

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00:08:48.750 --> 00:08:50.900

when I look at some of the other things that I'm involved with,

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00:08:50.909 --> 00:08:51.580

with IBM,

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00:08:51.590 --> 00:08:51.789

it's,

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00:08:51.799 --> 00:08:53.630

it's always encouraging to,

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00:08:53.679 --> 00:08:53.900

you know,

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00:08:53.909 --> 00:08:57.489

this is available to you or here's something external that's available to you.

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00:08:57.500 --> 00:08:58.619

And I think that really,

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00:08:59.669 --> 00:09:01.770

I'm always one that's about,

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00:09:01.780 --> 00:09:02.099

you know,

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00:09:02.109 --> 00:09:10.289

diverse experiences that help you bring back all of those gold nuggets that you took away from those experiences and being able to apply them.

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00:09:10.299 --> 00:09:16.400

So 100% agree that IBM doesn't do a fantastic job in allowing those opportunities for the employees.

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00:09:17.239 --> 00:09:17.469

You know,

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00:09:17.479 --> 00:09:19.609

as we look at the field of supply chain,

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00:09:19.619 --> 00:09:21.580

it's dynamic and never evolving.

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00:09:21.590 --> 00:09:28.450

How does IBM stay engaged with the latest trends and developments in supply chain research?

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00:09:28.460 --> 00:09:28.719

And,

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00:09:28.859 --> 00:09:33.590

and how does CS cr give your organization a competitive advantage in that respect?

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00:09:34.200 --> 00:09:35.359

Absolutely correct.

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00:09:35.369 --> 00:09:36.619

It's a dynamic field.

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00:09:36.630 --> 00:09:45.419

Supply chain is just a dynamic field is constantly changing and it really is crucial for us to maintain our competitive edge.

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00:09:45.650 --> 00:09:47.640

And through our partnership with you,

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00:09:47.770 --> 00:09:51.270

we actively are able to participate in research initiatives,

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00:09:51.280 --> 00:09:52.099

courses,

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00:09:52.109 --> 00:09:53.500

certificate programs and,

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00:09:53.510 --> 00:10:06.299

and all the things that I had mentioned previously and leverage those for our supply chain employees expertise and really to enhance our understanding of the emerging trends that are happening out there.

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00:10:06.309 --> 00:10:06.479

And,

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00:10:06.489 --> 00:10:08.440

and this partnership allows us,

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00:10:08.450 --> 00:10:08.780

you know,

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00:10:08.789 --> 00:10:17.390

cutting edge knowledge adopting innovative practices and supporting us staying ahead of this rapidly evolving supply chain landscape.

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00:10:17.750 --> 00:10:21.299

So in terms of leveraging the university sponsorship portfolio,

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00:10:21.309 --> 00:10:22.739

it's really multifaceted.

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00:10:22.750 --> 00:10:22.890

It,

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00:10:22.900 --> 00:10:29.900

it's allowing us to partner with you an institution that really has a strong focus on supply chain research and education.

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00:10:30.390 --> 00:10:34.140

And it allows us to create a collaboration that you know,

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00:10:34.150 --> 00:10:35.820

is robust.

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00:10:35.830 --> 00:10:37.330

It's it's purposeful,

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00:10:37.340 --> 00:10:38.450

it's you know,

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00:10:38.460 --> 00:10:42.750

it's allowing us to be able to be iterative in terms of our approach to this.

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00:10:42.760 --> 00:10:43.799

And you know,

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00:10:43.809 --> 00:10:50.520

we do have those clear processes in our relationship with you that allows us to ensure that we're well organized,

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00:10:50.530 --> 00:10:51.090

we're aligned,

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00:10:51.099 --> 00:10:56.729

we have the same vision and goals in terms of our strategic objectives as well as what you can provide.

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00:10:56.739 --> 00:10:57.409

And you know,

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00:10:57.419 --> 00:10:59.594

providing us with some additional thoughts there on,

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00:10:59.604 --> 00:11:01.195

on where we can engage,

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00:11:01.445 --> 00:11:01.715

you know,

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00:11:01.724 --> 00:11:05.645

we do have opportunities where we sit with you and we assess what's been done.

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00:11:05.655 --> 00:11:11.044

We've had retrospectives that really refine the collaborative approach and this is really important,

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00:11:11.054 --> 00:11:11.224

right,

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00:11:11.234 --> 00:11:13.715

in terms of how we continue to move forward and,

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00:11:13.724 --> 00:11:15.934

and take advantage of your programs,

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00:11:15.945 --> 00:11:20.075

but also allow it to provide us with a competitive advantage as well.

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00:11:20.469 --> 00:11:24.789

And we look to seek opportunities that really align to those business goals,

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00:11:24.799 --> 00:11:27.169

as I mentioned and really collaborating to,

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00:11:27.179 --> 00:11:30.369

to bring value to both parties within this relationship.

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00:11:31.140 --> 00:11:34.239

And I know we've had many conversations,

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00:11:34.250 --> 00:11:34.530

you know,

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00:11:34.539 --> 00:11:36.520

in terms of the different trends and,

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00:11:36.530 --> 00:11:38.400

and supply chain challenges and,

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00:11:38.409 --> 00:11:44.640

and these evolve rapidly and really embracing that iterative approach where we're constantly discussing with one another,

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00:11:44.650 --> 00:11:47.669

how we can collaborate or evolve.

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00:11:47.679 --> 00:11:52.159

What we've already created is just a great way that that really makes this,

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00:11:52.169 --> 00:11:54.000

this partnership very special.

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00:11:54.140 --> 00:11:56.724

So combining all of these elements together,

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00:11:56.734 --> 00:11:57.405

really,

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00:11:57.414 --> 00:11:58.085

like I said,

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00:11:58.094 --> 00:12:04.775

establishes that beneficial relationship and it enhances our knowledge but also keeps us at the forefront of the supply chain,

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00:12:04.854 --> 00:12:06.044

what's happening out there,

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00:12:06.054 --> 00:12:06.484

you know,

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00:12:06.494 --> 00:12:10.965

and it helps us continue to define ourselves as a thought leader in the industry.

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00:12:11.465 --> 00:12:11.594

Yeah.

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00:12:11.604 --> 00:12:12.304

And it's tricky,

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00:12:12.315 --> 00:12:12.484

right?

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00:12:12.494 --> 00:12:13.174

Because you know,

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00:12:13.184 --> 00:12:14.965

you're a for profit business,

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00:12:14.974 --> 00:12:21.445

IBM in comparative size to Penn State is vastly larger with a larger number of people.

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00:12:21.455 --> 00:12:23.604

And yet we've been able to make this work,

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00:12:23.614 --> 00:12:24.645

I'm reminded of,

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00:12:25.169 --> 00:12:25.390

you know,

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00:12:25.400 --> 00:12:31.289

the couple of research papers that we've co-written and are cori because we actually have one being worked on right now.

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00:12:31.299 --> 00:12:31.840

As a matter of fact,

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00:12:31.849 --> 00:12:34.869

I was talking with my colleagues about that paper today.

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00:12:34.880 --> 00:12:35.280

So,

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00:12:35.289 --> 00:12:35.590

you know,

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00:12:35.599 --> 00:12:35.960

it's a,

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00:12:35.969 --> 00:12:37.080

I think it's a win win,

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00:12:37.090 --> 00:12:37.729

but it's tricky,

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00:12:37.739 --> 00:12:37.950

right?

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00:12:37.960 --> 00:12:38.950

Because you know,

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00:12:38.960 --> 00:12:40.640

we're an academic institution,

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00:12:40.650 --> 00:12:42.450

you're a for profit institution.

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00:12:42.880 --> 00:12:44.890

Can we get into the weeds just a little bit?

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00:12:44.900 --> 00:12:52.200

So can you talk about an organization how an organization the size of IBM with people like the two of you?

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00:12:52.210 --> 00:12:53.549

And I know it's a broader team,

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00:12:54.500 --> 00:12:57.119

take the benefits that are offered and decide,

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00:12:57.130 --> 00:13:00.520

how are you going to disseminate those into an organization,

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00:13:00.530 --> 00:13:01.840

the size of IBM?

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00:13:01.849 --> 00:13:02.159

Like,

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00:13:02.169 --> 00:13:03.630

how do you tell our,

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00:13:03.640 --> 00:13:04.599

tell our audience a little bit,

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00:13:04.609 --> 00:13:05.479

how you do it?

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00:13:06.330 --> 00:13:09.909

I'll take that one and I'll build off of what Leanne said.

248

00:13:10.090 --> 00:13:20.729

And that's really the that robust management system that lean touched on the purposeful involvement and then also that iterative mindset.

249

00:13:20.739 --> 00:13:26.255

So just to kind of expand upon when I talk about the robust management system,

250

00:13:26.265 --> 00:13:26.455

you know,

251

00:13:26.465 --> 00:13:31.604

we have an organized processes in place to achieve those results.

252

00:13:31.914 --> 00:13:35.195

That purposeful involvement is our Penn State team.

253

00:13:35.205 --> 00:13:35.445

You,

254

00:13:35.455 --> 00:13:36.724

you alluded to that state.

255

00:13:36.734 --> 00:13:37.335

It's not,

256

00:13:37.344 --> 00:13:38.294

it's just not us,

257

00:13:38.364 --> 00:13:39.284

it's a big team.

258

00:13:39.294 --> 00:13:39.505

Yeah,

259

00:13:40.039 --> 00:13:49.919

but they were selected or they volunteered themselves because they're passionate about growing our supply chain employee skills,

260

00:13:49.929 --> 00:13:51.750

eminence and engagement.

261

00:13:52.039 --> 00:13:52.530

And then,

262

00:13:52.539 --> 00:13:52.710

you know,

263

00:13:52.719 --> 00:13:53.309

lastly,

264

00:13:53.320 --> 00:13:54.289

and we hit on it too.

265

00:13:54.299 --> 00:13:56.450

It's that iterative mindset giving,

266

00:13:56.559 --> 00:13:56.799

you know,

267

00:13:56.809 --> 00:13:59.719

new opportunities to try looking for new things,

268

00:13:59.729 --> 00:14:01.309

having those retrospective,

269

00:14:01.320 --> 00:14:02.169

what's working well,

270

00:14:02.179 --> 00:14:04.630

what can we do better and keeping things,

271

00:14:04.640 --> 00:14:04.890

you know,

272

00:14:04.900 --> 00:14:06.330

moving and fresh,

273

00:14:06.340 --> 00:14:07.700

what's current out there?

274

00:14:07.950 --> 00:14:10.119

I think those uh three drivers,

275

00:14:10.130 --> 00:14:10.250

you know,

276

00:14:10.260 --> 00:14:18.289

the management system phenomenal team and uh having that uh willingness to try new things is how,

277

00:14:18.299 --> 00:14:18.489

you know,

278

00:14:18.500 --> 00:14:21.250

we've approached it and we're able to optimize,

279

00:14:21.429 --> 00:14:21.640

you know,

280

00:14:21.650 --> 00:14:22.650

as much as possible,

281

00:14:22.659 --> 00:14:23.929

our sponsorship and,

282

00:14:23.940 --> 00:14:26.159

and those benefits that come with it.

283

00:14:26.409 --> 00:14:27.369

And that will help,

284

00:14:27.380 --> 00:14:29.929

as we've mentioned to drive our elements,

285

00:14:29.940 --> 00:14:31.159

our engagement,

286

00:14:31.479 --> 00:14:34.450

our skills and hopefully employee retention.

287

00:14:34.780 --> 00:14:37.239

Um because we have that in place.

288

00:14:37.710 --> 00:14:38.969

And I would say,

289

00:14:39.109 --> 00:14:39.489

you know,

290

00:14:39.500 --> 00:14:43.570

lean have commented on this earlier is that the foundation,

291

00:14:43.619 --> 00:14:44.349

of course,

292

00:14:44.359 --> 00:14:46.000

is the structure that we have.

293

00:14:46.099 --> 00:14:52.530

But it is also from that engagement and energy that our executive sponsors.

294

00:14:52.539 --> 00:14:52.700

You know,

295

00:14:52.710 --> 00:14:53.229

Shannon,

296

00:14:53.239 --> 00:14:54.650

as Leanne mentioned,

297

00:14:54.659 --> 00:15:03.809

Tony was prior on the board that they are uh personally vested in our employee growth through that CS CR sponsorship.

298

00:15:03.820 --> 00:15:05.330

So if we ever need anything,

299

00:15:05.340 --> 00:15:08.640

we just ask them and they say I'm here to help.

300

00:15:08.979 --> 00:15:10.330

I was gonna ask you both,

301

00:15:10.380 --> 00:15:16.989

how important it is for an organization to have that executive sponsorship as a pillar of,

302

00:15:17.000 --> 00:15:19.169

of what you do in your relationships with,

303

00:15:19.179 --> 00:15:22.380

not just with Penn State but with other academic institutions.

304

00:15:22.390 --> 00:15:22.609

How,

305

00:15:22.619 --> 00:15:24.609

how important is that executive sponsorship?

306

00:15:24.909 --> 00:15:35.130

It's key because if you don't have it from that level to say it's important and we want to put time and energy because you know,

307

00:15:35.140 --> 00:15:37.900

it to have that robust management system,

308

00:15:38.460 --> 00:15:38.729

it,

309

00:15:38.739 --> 00:15:39.960

it's an effort.

310

00:15:39.969 --> 00:15:40.219

You know,

311

00:15:40.229 --> 00:15:43.369

we all have our other day jobs too that we work on.

312

00:15:43.570 --> 00:15:48.570

So you need to have that executive focus and involvement in it so that the,

313

00:15:48.979 --> 00:15:51.219

the rest of the supply chain organization,

314

00:15:51.229 --> 00:15:58.679

the rest of IBM sees that commitment that our executives have it and therefore it transfers down into our,

315

00:15:58.890 --> 00:15:59.150

you know,

316

00:15:59.159 --> 00:16:03.880

to all levels of the employees throughout the different programs that we have.

317

00:16:03.890 --> 00:16:08.140

Whether it be uh the five week program that land just touched on.

318

00:16:08.250 --> 00:16:08.440

You know,

319

00:16:08.450 --> 00:16:20.599

we have an executive showcase and we have managers and executives wanting to participate and asking why they weren't on the invitation list because they want to be involved.

320

00:16:20.609 --> 00:16:21.020

Now,

321

00:16:21.030 --> 00:16:21.359

it's like,

322

00:16:21.369 --> 00:16:25.130

please everyone just forward the invitation because we,

323

00:16:25.140 --> 00:16:28.349

we want them to be included because we're getting some great ideas,

324

00:16:28.359 --> 00:16:33.549

ones that are aligning to our supply chain strategy to our North Star strategy.

325

00:16:33.559 --> 00:16:35.359

So as you can see,

326

00:16:35.369 --> 00:16:38.280

I'm very excited about our executive sponsorship and,

327

00:16:38.289 --> 00:16:40.679

and the passion throughout our entire team.

328

00:16:41.289 --> 00:16:41.580

Well,

329

00:16:41.590 --> 00:16:43.750

I've had the pleasure to work with both Tony and,

330

00:16:43.760 --> 00:16:44.940

and Shannon over the years.

331

00:16:44.950 --> 00:16:46.770

So I know firsthand that they,

332

00:16:46.780 --> 00:16:47.219

they,

333

00:16:47.229 --> 00:16:49.150

they must be a pleasure to work for.

334

00:16:49.299 --> 00:16:52.179

Although I would imagine they're also both challenging because they,

335

00:16:52.190 --> 00:16:53.580

they seem to be like people that,

336

00:16:53.900 --> 00:16:54.369

you know,

337

00:16:54.380 --> 00:16:55.820

a rolling stone gathers.

338

00:16:55.830 --> 00:16:56.359

No moss,

339

00:16:56.369 --> 00:16:58.020

I'm guessing that they're constantly in motion,

340

00:16:58.030 --> 00:16:58.880

getting stuff done.

341

00:16:58.890 --> 00:16:59.260

But,

342

00:16:59.539 --> 00:17:01.609

but I'm sure they're pretty good people to work for.

343

00:17:01.780 --> 00:17:03.700

They are challenging in the best way,

344

00:17:03.929 --> 00:17:05.140

challenging in the best way.

345

00:17:05.150 --> 00:17:05.479

Right.

346

00:17:05.489 --> 00:17:05.770

Yeah.

347

00:17:06.670 --> 00:17:10.550

In what specific ways has IBM benefited from its,

348

00:17:10.560 --> 00:17:17.229

its partnership with Penn State and how has that partnership impacted how your supply chain operates and your supply chain strategies?

349

00:17:17.670 --> 00:17:18.310

I'll take that,

350

00:17:18.319 --> 00:17:19.170

take that one.

351

00:17:19.180 --> 00:17:20.099

And uh I mean,

352

00:17:20.109 --> 00:17:24.729

there's many different benefits that we could spend several hours discussing,

353

00:17:24.949 --> 00:17:25.339

but,

354

00:17:25.349 --> 00:17:25.540

you know,

355

00:17:25.550 --> 00:17:28.239

I'll mention a few areas you commented on one,

356

00:17:28.250 --> 00:17:34.020

the research uh education that for our employees recruitment and,

357

00:17:34.180 --> 00:17:37.359

and then um maybe touch on our classroom participation,

358

00:17:37.369 --> 00:17:40.650

which is kind of our new newest uh venture.

359

00:17:40.819 --> 00:17:51.880

But I want to comment again um that it all goes back to that robust management system because we can't get the benefits from it without having that in place.

360

00:17:51.890 --> 00:17:53.729

And the structure that we have,

361

00:17:53.739 --> 00:17:55.140

as you mentioned is,

362

00:17:55.540 --> 00:17:55.760

you know,

363

00:17:55.770 --> 00:18:13.089

we every all of the benefits that we get starts from call for candidates are call for projects and we have representatives um who represent each business unit and also the the various sites and then also across it being,

364

00:18:13.250 --> 00:18:13.560

you know,

365

00:18:13.569 --> 00:18:15.229

our talent,

366

00:18:15.369 --> 00:18:16.035

our skills,

367

00:18:16.045 --> 00:18:17.645

which lean leads.

368

00:18:17.655 --> 00:18:20.045

So we have cross representation.

369

00:18:20.055 --> 00:18:21.175

So as you mentioned,

370

00:18:21.185 --> 00:18:22.025

a large team,

371

00:18:22.035 --> 00:18:24.145

but we do a call for projects,

372

00:18:24.314 --> 00:18:31.385

those business unit leaders will go down into their teams and then they will solicit candidates.

373

00:18:31.665 --> 00:18:33.785

And what's really key here is,

374

00:18:34.189 --> 00:18:34.489

you know,

375

00:18:34.500 --> 00:18:36.140

there are IBM,

376

00:18:36.150 --> 00:18:36.890

as you mentioned,

377

00:18:36.900 --> 00:18:45.569

is a huge organization and we want to be able to get the insights and the needs from all of the different countries,

378

00:18:45.579 --> 00:18:49.099

all of the different business units to have that lens and what their needs are.

379

00:18:49.229 --> 00:18:50.849

So having the structure in place,

380

00:18:50.859 --> 00:18:57.599

we can really drive those benefits to all different levels into a larger population.

381

00:18:57.869 --> 00:18:59.550

So getting back to the benefits,

382

00:18:59.560 --> 00:19:01.469

the student research engagement,

383

00:19:01.479 --> 00:19:08.849

that is one that we've been doing for the last I don't know how many years you would know a long time as far back as I can remember.

384

00:19:09.180 --> 00:19:12.030

And so the same kind of thing and we're working on that right now.

385

00:19:12.040 --> 00:19:13.520

I call for research projects.

386

00:19:13.530 --> 00:19:14.630

I know that's coming up.

387

00:19:14.640 --> 00:19:14.959

But,

388

00:19:15.180 --> 00:19:15.400

you know,

389

00:19:15.410 --> 00:19:16.030

we have,

390

00:19:16.040 --> 00:19:16.619

as you mentioned,

391

00:19:16.630 --> 00:19:17.339

written some papers,

392

00:19:17.515 --> 00:19:19.275

we're getting some good insights back there.

393

00:19:19.285 --> 00:19:22.224

It's a wonderful opportunity for our,

394

00:19:22.234 --> 00:19:27.364

the people that participate and lead in that from the IBM perspective to work with fresh,

395

00:19:27.375 --> 00:19:29.165

fresh minds and ideas.

396

00:19:29.324 --> 00:19:33.385

Um And then also getting that those insights back from those research projects.

397

00:19:33.655 --> 00:19:35.175

Just a story here.

398

00:19:35.185 --> 00:19:35.785

Last week,

399

00:19:35.795 --> 00:19:36.795

I just got a,

400

00:19:36.805 --> 00:19:39.369

a message from a colleague who said,

401

00:19:39.380 --> 00:19:39.739

hey,

402

00:19:39.750 --> 00:19:42.829

is there still time to submit a request?

403

00:19:42.839 --> 00:19:43.630

And I'm like,

404

00:19:43.640 --> 00:19:44.079

yes,

405

00:19:44.089 --> 00:19:48.689

I heard what she had and I think it will make for a wonderful opportunity.

406

00:19:48.800 --> 00:19:50.030

Um So fingers crossed,

407

00:19:50.040 --> 00:19:51.030

it'll be selected,

408

00:19:51.040 --> 00:19:51.959

but you'll,

409

00:19:51.969 --> 00:19:55.229

you'll be seeing that one shortly under the education,

410

00:19:55.469 --> 00:19:57.380

the supply chain Leadership Academy.

411

00:19:57.390 --> 00:19:57.969

That is one.

412

00:19:57.979 --> 00:19:58.300

Again,

413

00:19:58.310 --> 00:20:02.569

we do a call for candidates and we broaden our audience.

414

00:20:02.579 --> 00:20:04.900

So we have engineering.

415

00:20:04.910 --> 00:20:10.400

That's part of that procurement which sometimes fits within or outside of supply chain organizations.

416

00:20:10.670 --> 00:20:11.890

They participate,

417

00:20:11.900 --> 00:20:14.930

people that support supply chain from finance,

418

00:20:15.569 --> 00:20:18.599

but they have the opportunity to come together.

419

00:20:18.739 --> 00:20:21.390

But that Penn State those sprints,

420

00:20:21.400 --> 00:20:32.250

it really again comes to getting the candidates confirming their availability and that management system of sending out just a couple of additional reminder notes that y you're,

421

00:20:32.640 --> 00:20:35.469

you're representing IBM,

422

00:20:35.520 --> 00:20:38.930

this is an opportunity for you and you,

423

00:20:39.319 --> 00:20:41.189

they feel honored to be selected.

424

00:20:41.199 --> 00:20:41.619

So,

425

00:20:42.449 --> 00:20:42.709

you know,

426

00:20:42.719 --> 00:20:54.109

that's I get many quotes too on how they love to have that external insights that they get from the faculty members and from the other corporations that participate,

427

00:20:55.280 --> 00:20:57.459

that interaction with other corporation is really valuable.

428

00:20:57.469 --> 00:20:58.849

I think it is.

429

00:20:58.880 --> 00:20:59.300

And then,

430

00:20:59.310 --> 00:20:59.469

you know,

431

00:20:59.479 --> 00:21:00.589

the recruitment,

432

00:21:00.640 --> 00:21:01.660

the career fairs,

433

00:21:01.670 --> 00:21:06.939

that's just a wonderful opportunity to showcase IBM and connect with the bright Penn State students.

434

00:21:07.189 --> 00:21:08.170

I think that's,

435

00:21:08.180 --> 00:21:09.810

that's always a highlight.

436

00:21:09.819 --> 00:21:20.430

And I think I've shared this one before we were working with J and J on another project and I was having a the virtual conversation and I,

437

00:21:20.439 --> 00:21:20.800

you know,

438

00:21:20.810 --> 00:21:21.430

I did a hey,

439

00:21:21.439 --> 00:21:23.020

it was nice to meet you and she's like,

440

00:21:23.030 --> 00:21:23.339

no,

441

00:21:23.349 --> 00:21:36.280

we've already met before and I've actually connect with you on linkedin and I had sat in a recruitment virtual room with her and it's like she was such a delight.

442

00:21:36.290 --> 00:21:36.719

So it's,

443

00:21:36.729 --> 00:21:38.020

it's really a small world.

444

00:21:38.030 --> 00:21:39.890

It's kind of fun how those things circle back.

445

00:21:39.900 --> 00:21:40.369

So for me,

446

00:21:40.380 --> 00:21:43.339

that was AAA huge benefit.

447

00:21:43.349 --> 00:21:47.859

And then the last thing I wanted to mention is that having that iterative mindset,

448

00:21:48.109 --> 00:21:50.910

the opportunity that came forward,

449

00:21:50.920 --> 00:21:51.569

I think Steve,

450

00:21:51.579 --> 00:21:56.270

it was about a year ago with participating in the Penn State classrooms,

451

00:21:56.280 --> 00:21:58.400

the faculty members reaching out to our,

452

00:21:58.500 --> 00:22:00.079

our IBM employees.

453

00:22:00.089 --> 00:22:01.920

We're still trying to get that fine tune,

454

00:22:01.930 --> 00:22:02.349

right.

455

00:22:02.359 --> 00:22:02.800

So we can,

456

00:22:02.875 --> 00:22:03.135

you know,

457

00:22:03.145 --> 00:22:04.694

maximize the leverage of it.

458

00:22:04.704 --> 00:22:05.175

But yeah,

459

00:22:05.415 --> 00:22:05.814

and that,

460

00:22:05.824 --> 00:22:06.694

that's where it's like,

461

00:22:06.704 --> 00:22:07.074

OK,

462

00:22:07.084 --> 00:22:08.035

try new things,

463

00:22:08.395 --> 00:22:09.694

iive the retrospective.

464

00:22:10.025 --> 00:22:11.314

But you know,

465

00:22:11.324 --> 00:22:13.905

that experience and again,

466

00:22:13.915 --> 00:22:16.244

just one of the participants,

467

00:22:16.255 --> 00:22:16.415

you know,

468

00:22:16.425 --> 00:22:24.074

being back on campus and she had commented on her first faculty because there was like three sessions,

469

00:22:24.510 --> 00:22:24.739

you know,

470

00:22:24.750 --> 00:22:26.630

she had gone through the content.

471

00:22:26.640 --> 00:22:32.369

And when in that we provide the people that are on campus or you know,

472

00:22:32.380 --> 00:22:33.760

virtually on campus,

473

00:22:33.810 --> 00:22:36.560

we provide them with Aib M overview,

474

00:22:36.569 --> 00:22:38.290

a supply chain overview,

475

00:22:38.420 --> 00:22:45.119

a careers overview so that we can make it easy for our IBM ers to participate.

476

00:22:45.130 --> 00:22:50.229

So really what they are then adding into it is their own supply chain,

477

00:22:50.239 --> 00:22:57.729

personal story and sharing how they can support what the faculty member is instructing on what what their needs are.

478

00:22:57.739 --> 00:23:04.819

But it just gives that group the renewed energy and they are always coming back.

479

00:23:04.829 --> 00:23:11.520

The folks that are participating is like going those Penn State students are so smart and it's like we have to sharpen our game,

480

00:23:11.530 --> 00:23:12.640

so many,

481

00:23:12.650 --> 00:23:16.839

many different benefits in various forms that we receive.

482

00:23:16.849 --> 00:23:17.319

Those.

483

00:23:18.030 --> 00:23:21.969

You can imagine how challenging it is for us as faculty members every day,

484

00:23:22.439 --> 00:23:23.930

sometimes several times a day,

485

00:23:23.939 --> 00:23:28.849

you got to get in a room with those young women and men and you got to bring your a game because they're bringing theirs.

486

00:23:28.859 --> 00:23:31.130

But it's a it's a very fulfilling experience.

487

00:23:31.140 --> 00:23:32.000

And just again,

488

00:23:32.010 --> 00:23:32.469

a little,

489

00:23:32.479 --> 00:23:32.670

you know,

490

00:23:32.680 --> 00:23:33.359

bragging on,

491

00:23:33.369 --> 00:23:36.089

on some of the IBM individuals who participate.

492

00:23:36.099 --> 00:23:37.270

I know you personally,

493

00:23:37.280 --> 00:23:37.630

Brenda,

494

00:23:37.640 --> 00:23:39.579

you participate with our Sapphire students,

495

00:23:39.589 --> 00:23:39.949

right?

496

00:23:39.959 --> 00:23:41.650

Our leadership development program.

497

00:23:41.660 --> 00:23:42.449

Your colleague,

498

00:23:42.459 --> 00:23:46.010

Natalia Lakos uh was our executive insight speaker,

499

00:23:46.290 --> 00:23:46.640

again,

500

00:23:46.650 --> 00:23:47.449

shameless plug.

501

00:23:47.459 --> 00:23:52.790

She was the most attended executive insight speaker of the year this year at Penn State,

502

00:23:52.800 --> 00:23:55.719

which I told her when I saw her at the Discover conference.

503

00:23:55.800 --> 00:23:56.449

So I think it's a,

504

00:23:56.459 --> 00:23:57.310

it's a win win,

505

00:23:57.319 --> 00:23:57.630

right?

506

00:23:57.640 --> 00:23:58.030

For,

507

00:23:58.040 --> 00:23:59.349

for both for Penn State and,

508

00:23:59.359 --> 00:24:00.339

and for IBM.

509

00:24:00.849 --> 00:24:01.709

And I go ahead,

510

00:24:02.010 --> 00:24:02.439

sorry,

511

00:24:02.449 --> 00:24:02.680

sorry,

512

00:24:02.689 --> 00:24:04.680

I just wanted to say like when Brenda,

513

00:24:04.689 --> 00:24:09.270

it resonated with me when you were talking about just people's excitement when they're,

514

00:24:09.280 --> 00:24:10.900

they're asked to participate.

515

00:24:10.910 --> 00:24:10.920

I,

516

00:24:10.930 --> 00:24:11.989

I remember back,

517

00:24:12.000 --> 00:24:13.140

it was about the 2018,

518

00:24:13.150 --> 00:24:17.310

2019 time frame and my manager came and he said,

519

00:24:17.469 --> 00:24:18.979

here's some Penn State courses.

520

00:24:18.989 --> 00:24:20.790

I'd like to put you forward for.

521

00:24:20.800 --> 00:24:21.969

Can you pick which one?

522

00:24:21.979 --> 00:24:23.579

Here's a couple that I'm thinking of.

523

00:24:23.589 --> 00:24:25.790

And it was the one week learning program.

524

00:24:26.170 --> 00:24:27.430

And I was very honored.

525

00:24:27.439 --> 00:24:31.290

It was a recognition for me to be able to participate in that program.

526

00:24:31.400 --> 00:24:38.229

And it was so exciting to be able to collaborate and just hear what other people had to say from other companies.

527

00:24:38.239 --> 00:24:38.569

And I,

528

00:24:38.579 --> 00:24:40.930

I just wanted to put that in there that I just,

529

00:24:41.290 --> 00:24:45.920

it echoed with me and it resonated with me when you said that it was an honor because it was an honor,

530

00:24:45.930 --> 00:24:46.920

truly an honor for me.

531

00:24:46.930 --> 00:24:48.750

And it's just a form of recognition,

532

00:24:48.920 --> 00:24:49.089

right?

533

00:24:49.099 --> 00:24:50.380

To help elevate my,

534

00:24:50.390 --> 00:24:51.989

my skill and opportunities.

535

00:24:52.550 --> 00:24:52.890

Sorry,

536

00:24:53.140 --> 00:24:53.969

I interrupted you.

537

00:24:54.339 --> 00:24:56.290

You didn't know that this is a conversation,

538

00:24:56.300 --> 00:24:56.359

Lee,

539

00:24:56.369 --> 00:24:59.930

that's why we're here and I'm pretty sure correct me if I'm wrong that,

540

00:24:59.939 --> 00:25:00.150

you know,

541

00:25:00.160 --> 00:25:08.770

you've got your 100 prepaid seats in the ongoing supply chain leadership academy programs that we run every other week and then you've got your,

542

00:25:08.780 --> 00:25:13.089

I what are we on our fifth or sixth cohort of your private cohorts that you were talking about earlier?

543

00:25:13.260 --> 00:25:15.010

We just wrapped up our six.

544

00:25:15.030 --> 00:25:15.400

Yes,

545

00:25:15.459 --> 00:25:15.819

we just,

546

00:25:15.859 --> 00:25:16.250

yeah.

547

00:25:16.770 --> 00:25:17.290

So,

548

00:25:17.300 --> 00:25:18.560

and that wouldn't have come about,

549

00:25:18.569 --> 00:25:19.810

had we not done the,

550

00:25:19.930 --> 00:25:20.760

the 100 seats,

551

00:25:20.770 --> 00:25:20.949

right?

552

00:25:20.959 --> 00:25:22.699

You wouldn't have known anything about it.

553

00:25:22.709 --> 00:25:23.630

So again,

554

00:25:23.640 --> 00:25:24.140

kind of win,

555

00:25:24.150 --> 00:25:31.609

win for both organizations looking ahead and you could comment on this as it relates to Penn State or just in general,

556

00:25:31.619 --> 00:25:31.640

you,

557

00:25:31.969 --> 00:25:32.209

you know,

558

00:25:32.219 --> 00:25:34.699

your relationships with other universities,

559

00:25:34.709 --> 00:25:35.069

you know,

560

00:25:35.079 --> 00:25:36.910

uh academic relationships,

561

00:25:37.010 --> 00:25:38.349

how do you see the future?

562

00:25:38.489 --> 00:25:39.060

You know,

563

00:25:39.069 --> 00:25:39.349

and,

564

00:25:39.359 --> 00:25:40.229

and this could be,

565

00:25:40.239 --> 00:25:40.869

I don't know,

566

00:25:41.760 --> 00:25:41.979

boy,

567

00:25:41.989 --> 00:25:45.119

I'd like to see something like this in the future or,

568

00:25:45.270 --> 00:25:45.540

you know,

569

00:25:45.550 --> 00:25:48.949

this is only going to grow or this is gonna change.

570

00:25:48.959 --> 00:25:50.300

So we're gonna need to think about that.

571

00:25:50.310 --> 00:25:51.699

So how do you ladies see the,

572

00:25:52.020 --> 00:25:57.900

the future of uh relationships between IBM and uh academic institutions?

573

00:25:57.910 --> 00:26:01.699

And if you want to talk specifically about the Center and about Penn state that would be helpful too.

574

00:26:02.160 --> 00:26:05.780

From my perspective on this Steve like strategy,

575

00:26:05.790 --> 00:26:10.530

organizational strategy is really built from bottoms up or top down,

576

00:26:10.540 --> 00:26:10.739

right?

577

00:26:10.750 --> 00:26:11.890

It's a combination of both.

578

00:26:11.900 --> 00:26:15.449

I was actually on a call earlier this morning and we were talking about this because we're,

579

00:26:15.459 --> 00:26:19.180

we're doing some design thinking sessions right now on our skills,

580

00:26:19.189 --> 00:26:22.280

strategy and our communication strategy for 2024.

581

00:26:22.819 --> 00:26:29.760

And when I look at our partnership with you like the opportunities and just the breadth of programming that's available.

582

00:26:29.859 --> 00:26:38.689

It allows people to be ingrained in the knowledge as well as the opportunity that allows them to be able to,

583

00:26:38.699 --> 00:26:40.160

to provide insights,

584

00:26:40.170 --> 00:26:42.359

bringing them back to the organization,

585

00:26:42.560 --> 00:26:42.839

you know,

586

00:26:42.849 --> 00:26:44.910

as well as with our executive team,

587

00:26:44.920 --> 00:26:45.069

you know,

588

00:26:45.079 --> 00:26:46.949

Shannon's on the board,

589

00:26:47.130 --> 00:26:49.390

it allows her to bring insights back too.

590

00:26:49.400 --> 00:26:54.329

So you're creating that tops down bottoms up approach,

591

00:26:54.579 --> 00:26:55.010

you know,

592

00:26:55.020 --> 00:26:55.420

and I,

593

00:26:55.430 --> 00:26:56.630

and I keep going back to this,

594

00:26:56.640 --> 00:27:00.569

but I'm a huge proponent of external experiences and,

595

00:27:00.939 --> 00:27:01.369

you know,

596

00:27:01.380 --> 00:27:03.739

with the programming that you provide,

597

00:27:03.750 --> 00:27:06.530

it really provides us that diversity of thought,

598

00:27:06.540 --> 00:27:06.849

you know,

599

00:27:06.859 --> 00:27:07.089

it,

600

00:27:07.099 --> 00:27:12.699

it allows us that insight to engage our team with those experiences that foster innovation,

601

00:27:12.709 --> 00:27:14.939

that people look at things from a different approach.

602

00:27:14.949 --> 00:27:15.260

Oh,

603

00:27:15.270 --> 00:27:15.300

I,

604

00:27:15.310 --> 00:27:17.239

I learned about that or II,

605

00:27:17.250 --> 00:27:20.339

I saw that or somebody mentioned that on one of the programs I was in,

606

00:27:20.349 --> 00:27:22.060

let me think about this for a second.

607

00:27:22.069 --> 00:27:25.780

How does that really apply to what I'm doing or what I'm seeing within our supply chain.

608

00:27:26.040 --> 00:27:29.260

So it creates that opportunity for a new approach.

609

00:27:29.270 --> 00:27:33.199

But it also creates the opportunity to new ways of thinking,

610

00:27:33.420 --> 00:27:38.739

thinking beyond and having that positive impact in terms of the day to day operations.

611

00:27:38.750 --> 00:27:39.770

And then of course,

612

00:27:39.780 --> 00:27:41.729

the overall strategic outlook for,

613

00:27:41.739 --> 00:27:43.469

for our IBM supply chain.

614

00:27:43.479 --> 00:27:43.869

So,

615

00:27:44.290 --> 00:27:44.520

you know,

616

00:27:44.530 --> 00:27:49.760

that's how I see it um in terms of just how that strategy and that future looks like.

617

00:27:50.640 --> 00:27:50.790

Yeah,

618

00:27:50.800 --> 00:27:52.060

that outside in thinking,

619

00:27:52.069 --> 00:27:55.579

III I sit in on a lot of these and sometimes I'm the faculty member,

620

00:27:55.589 --> 00:28:02.140

sometimes it's just a casual observer and it often fascinates me how much organizations that are very dissimilar,

621

00:28:02.150 --> 00:28:02.339

you know,

622

00:28:02.349 --> 00:28:08.310

your folks are gonna be in the classroom with people from Walmart or Volvo or Boeing or,

623

00:28:08.319 --> 00:28:08.479

you know,

624

00:28:08.489 --> 00:28:08.650

I mean,

625

00:28:08.660 --> 00:28:11.520

they're in completely different businesses and then they get in these conversations like,

626

00:28:11.530 --> 00:28:11.540

oh,

627

00:28:11.550 --> 00:28:12.770

we have that problem too,

628

00:28:12.780 --> 00:28:13.020

you know,

629

00:28:13.030 --> 00:28:13.979

how are you fixing it?

630

00:28:13.989 --> 00:28:14.180

You know,

631

00:28:14.189 --> 00:28:14.699

it's pretty,

632

00:28:14.709 --> 00:28:17.359

it's pretty cool to watch as an outsider and of course,

633

00:28:17.369 --> 00:28:20.329

as a faculty member who then has to translate that into the curriculum.

634

00:28:20.510 --> 00:28:22.170

We take those conversations back,

635

00:28:22.180 --> 00:28:23.650

take the names off of them and say,

636

00:28:23.660 --> 00:28:24.250

well,

637

00:28:24.369 --> 00:28:24.959

you know,

638

00:28:24.969 --> 00:28:27.439

here's something you can learn to the students.

639

00:28:28.000 --> 00:28:29.900

We've had a very thoughtful conversation today.

640

00:28:29.910 --> 00:28:30.280

Ladies,

641

00:28:30.290 --> 00:28:31.359

very engaging.

642

00:28:31.369 --> 00:28:32.339

I certainly again,

643

00:28:32.349 --> 00:28:33.989

want to thank IBM for joining us.

644

00:28:34.219 --> 00:28:37.140

Do you have any final thoughts that you'd like to share with our listeners.

645

00:28:37.650 --> 00:28:37.920

Hey,

646

00:28:37.930 --> 00:28:39.130

I'll go first here,

647

00:28:39.140 --> 00:28:39.329

you know,

648

00:28:39.339 --> 00:28:42.280

spread throughout the CS cr sponsorship,

649

00:28:42.739 --> 00:28:45.729

our supply chain employees and Leon touched on this,

650

00:28:45.739 --> 00:28:50.609

they feel honored to be selected to participate either as a student or,

651

00:28:50.619 --> 00:28:50.810

you know,

652

00:28:50.819 --> 00:28:53.430

as one of those program leaders or participant,

653

00:28:53.819 --> 00:28:54.099

you know,

654

00:28:54.109 --> 00:28:58.569

they're able to share and grow their skills and their eminence.

655

00:28:58.790 --> 00:29:03.089

They are excited and engaged throughout the entire process.

656

00:29:03.359 --> 00:29:05.130

So that provides them both,

657

00:29:05.140 --> 00:29:05.300

you know,

658

00:29:05.310 --> 00:29:08.390

the personal and business value,

659

00:29:08.400 --> 00:29:10.589

business value back to IBM.

660

00:29:10.599 --> 00:29:12.250

So it's just a,

661

00:29:12.300 --> 00:29:15.329

it's a wonderful opportunity,

662

00:29:15.339 --> 00:29:16.599

wonderful sponsorship,

663

00:29:16.609 --> 00:29:18.329

partnership relationship.

664

00:29:18.339 --> 00:29:21.050

So we'll just continue that momentum.

665

00:29:21.229 --> 00:29:21.790

That's great,

666

00:29:21.800 --> 00:29:22.130

Brenda.

667

00:29:22.140 --> 00:29:22.329

No,

668

00:29:22.339 --> 00:29:22.800

thank you.

669

00:29:22.810 --> 00:29:25.599

I'm just going to expand a little bit on what you said.

670

00:29:25.609 --> 00:29:25.969

I mean,

671

00:29:25.979 --> 00:29:26.849

as Brenda mentioned,

672

00:29:26.859 --> 00:29:30.890

it's an honor for our people to be part of this programming and really,

673

00:29:30.900 --> 00:29:33.810

it's the chance for us to expose.

674

00:29:33.819 --> 00:29:34.219

I mean,

675

00:29:34.229 --> 00:29:36.430

our most valuable asset is our people.

676

00:29:36.520 --> 00:29:47.849

So it's giving us that opportunity to expose them to these experiences and these opportunities and allow us not only to share a valuable insights within the organization,

677

00:29:47.859 --> 00:29:49.339

but within outside,

678

00:29:49.349 --> 00:29:50.469

in the industry as well,

679

00:29:50.479 --> 00:29:52.010

which I think is really important.

680

00:29:52.020 --> 00:29:57.589

It creates that dialogue and that organic dialogue in terms of what everybody is experiencing out there.

681

00:29:58.050 --> 00:30:01.469

And really these experience are Brenda mentioned that they add value,

682

00:30:01.479 --> 00:30:04.510

they define us as individuals and as an organization.

683

00:30:04.520 --> 00:30:05.439

And it really helps.

684

00:30:05.449 --> 00:30:10.500

Not only we've talked about the skill development but it also creates that opportunity,

685

00:30:10.510 --> 00:30:16.520

like it's a sense of accomplishment and it creates that confidence for employees to really keep expanding,

686

00:30:16.660 --> 00:30:16.890

you know,

687

00:30:16.900 --> 00:30:20.540

different opportunities to go out there and continue to build their,

688

00:30:20.849 --> 00:30:26.069

their insights and their value to themselves in the organization and as well as their brand.

689

00:30:26.079 --> 00:30:27.239

And as I said earlier,

690

00:30:27.250 --> 00:30:29.119

the brand of the organization as well,

691

00:30:29.130 --> 00:30:33.400

so just a wonderful programming and just a fantastic partnership.

692

00:30:34.209 --> 00:30:34.439

Well,

693

00:30:34.449 --> 00:30:35.709

thank you both very much.

694

00:30:35.949 --> 00:30:36.270

So,

695

00:30:36.280 --> 00:30:37.000

in conclusion,

696

00:30:37.010 --> 00:30:37.780

I just again,

697

00:30:37.790 --> 00:30:43.400

we are humbled here at the Center for Supply Chain Research to be talking about our relationship with IBM.

698

00:30:43.540 --> 00:30:45.479

We have close to 50 sponsors.

699

00:30:45.489 --> 00:30:49.229

The average tenure of a sponsor is north of 13 years,

700

00:30:49.239 --> 00:30:52.989

but IBM is in the upper echelon there in terms of the relationship.

701

00:30:53.000 --> 00:30:56.130

They are not unique in their leveraging of our benefits.

702

00:30:56.140 --> 00:31:06.069

Many of our sponsors take advantage of our benefits so we could have several other sponsors come here just like Lean and Brenda have today and talk about what they're getting out of it.

703

00:31:06.079 --> 00:31:12.060

But we do think that our relationship with IBM is special and uh you're an exemplar of,

704

00:31:12.069 --> 00:31:14.780

of the many wonderful organizations that we get to work with.

705

00:31:15.040 --> 00:31:19.020

And you've done a fabulous job of explaining how working with Penn State,

706

00:31:19.030 --> 00:31:26.339

the small College of Business and spleen Information Systems and our Center for Sply Chain Research has been beneficial both to you and to us.

707

00:31:26.349 --> 00:31:26.510

So,

708

00:31:26.520 --> 00:31:27.199

thank you for that.

709

00:31:27.209 --> 00:31:28.500

Partnership and relationship.

710

00:31:32.160 --> 00:31:38.969

Thanks for listening to the Penn State Supply Chain podcast brought to you by the Center for Supply Chain Research at Penn State.

711

00:31:39.020 --> 00:31:41.609

For information about our sponsorship opportunities,

712

00:31:41.619 --> 00:31:44.510

research needs and professional development offerings.

713

00:31:44.619 --> 00:31:50.489

Please visit smeal.psu.edu/cscr.