CUSTOMER CENTRIC SUPPLY CHAINS: SKILLS & TECHNIQUES FOR SUCCESS

RESEARCH SEMINAR
Friday 24 April 2009
4.30 pm – 6.30 pm
Creating customer-centric supply chains and developing new skill sets for managers.

**Presenter:**
Professor Richard Wilding  
Cranfield University, England  
Chair in Supply Chain Risk Management—Centre for Logistics and Supply Chain Management and Visiting Professor, RMIT School of Management

**Venue:** RMIT College of Business (Building 108)  
Level 6, room 22, 239 Bourke Street, Melbourne

**RSVP:** by 17 April 2009  
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Professor Wilding works with European and international companies on logistics and supply chain projects in many diverse sectors. He is a highly sought after presenter and was recognised for his work in research and as a practitioner, being awarded the ‘Distinguished Service Award for Thought Leadership and Service to Supply Chain Management’ in 2008.

He is a steering committee member of the Institute of Logistics Research Network, a global network of academics and practitioners, and is a member of the Institute of Logistics and Transport Directors Forum, a group limited to the top 120 logistics and supply chain directors from Europe. In addition, he has published widely in the area of supply chain management and is Editorial Advisor to a number of journals in the area.

This seminar looks at the skills and techniques required for creating effective and efficient supply chains which are focused on the customer, and the new skill sets required by managers—in all areas of business—to be successful. In particular, Professor Wilding will address: aligning the supply chain to anticipate market trends; achieving excellence in customer satisfaction; new methods for improving the supply chain process, systems and structure; understanding the true “cost to serve”; maintaining a competitive advantage in a changing environment; and new skills for supply chain success.

Please ensure you arrive at 4.15 pm for a 4.30 pm start.