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Press Release

6th Supply Chain Leaders Forum at CBS, 2017

**“Digital Supply Chain 4.0”, 06/09/2017, 13:30 to 17:00 at
Ovnhallen, Porcelænshaven, Frederiksberg, Denmark**

Executive summary

Digitalisation is currently revolutionising all aspects of our lives, and not least the supply chains that support the global economic system. The recently held 6th Supply Chain Leaders Forum (SCLF) emphasised this megatrend with its conference theme “Digital Supply Chain 4.0”. Besides featuring invited speakers on Machine learning and Cloud, Logistics of money, Smart Factories and Digital Business Models, this year’s conference recognised leadership and academic excellence in the supply chain by awarding the best supply chain leader, and some of the best supply chain students in Denmark. The *SYNCRONIC* award for ‘Best Supply Chain Executive in Denmark 2017’ went to *Susanne Hundsbæk-Pedersen*, SVP Devices & Supply Chain Management in Novo Nordisk A/S.

This year’s conference was organised by *CBS (HD-SCM)* and *AAASCM* in close collaboration with *DTU* and *IDA Operations Management*, and as usual hosted at CBS. Over 160 participants across business and academia enjoyed the presentations and awards, while visiting the 20 booths exhibiting best CBS and DTU projects, organizers services, and various sponsors theme-related services and product.

SCLF and the best supply chain leader and students

The annual *Supply Chain Leaders Forum* (SCLF) is the leading Danish forum that brings together industry, academia and other important stakeholders to deliberate on contemporary supply chain management issues. Ever since its inception in 2012, the event has been steadily gaining momentum and participation in Denmark. This year’s event, the 6th Supply Chain Leaders Forum 2017, was special in that it coincided with the 100 years anniversary of the CBS. CBS has over the past 100 years developed great leaders for all parts of business, government and organizations. In recent decades, specifically Supply

Chain Management (SCM) has been given dedicated focus by CBS, and today CBS offers academic and practice oriented SCM education via HD, cand.merc. and MBA.

This year, the Supply Chain Leaders Forum marked the fostering of SCM leaders at CBS over the past century, and its own existence, with two key innovations that will make it the meeting place for supply chain professionals in Denmark in the future.

First, a new award - *the 'Best Supply Chain Executive in Denmark'* sponsored by *SYNCRONIC* – was founded. Collaborating with the international SCM communication channel, Supply Chain Media, and the European supply chain focused executive search company, Inspired-Search in The Netherlands, the organizers identified the top 25 leaders within SCM in Denmark, and selected the Best Supply Chain Executive 2017. A unique artwork by *Åse Højer* and a company award worth more than a quarter of a million Kroner was granted to the winning executive, *Susanne Hundsbæk-Pedersen*, Senior Vice President, Devices & Supply Chain Management in *Novo Nordisk A/S*. *Lars Kissow*, CEO of *SYNCRONIC* conveyed the line of argumentation from the election committee comprising the *SCLF Board*, *Supply Chain Media* and *Inspired-Search*: “*Susanne Hundsbæk-Pedersen* ranked the highest across the four criteria of the supply chain executives in Denmark 2017, and her best score was in the quadrant “Peer voting”. This is a testament of the great work she does at Novo Nordisk, which has been recognized by the industry. *Susanne* is leading a complex supply chain at Novo Nordisk and she shows a relentless focus on breaking down internal functional silos with the objective of creating an integrated supply chain. Her responsibilities stretch across all elements of the SCOR model¹ and she understands, as no other, the importance of individual team members to make the whole chain successful. Her management responsibilities are global and she overlooks a team over 2.000 FTE.”

Second, the scope of the Supply Chain Leaders Forum was broadened to include other key institutions in the Danish market. This year’s forum was thus supported, sponsored and co-organised together with *DTU* and *IDA Operations Management*.

Besides recognizing business leadership, the Supply Chain Leaders Forum recognized academic excellence by awarding the best supply chain HD thesis and business project awards at CBS, and the best operations management thesis award at DTU. This year, the ‘Best CBS HD-SCM Thesis’ was sponsored by *DSV*, and was won by *Mads Rolaj Spangsberg* for the report ‘Measuring Supply Chain Performance i Global Supply Chain’. The ‘Best CBS HD-SCM Business Project’ award was sponsored by *GS1* and went to *Robert Reyer van der Valk* for the report ‘Styring af SKI aftale 50.43’. The ‘Best DTU Operations Management Thesis’ award was sponsored by *IDA Operations Management*

¹ SCOR model: Supply Chain Operations Reference model, a taxonomy developed by the Global Supply Chain Council and managed by APICS.

and won by *Nona Fortian Cortis* for the report 'Inventory management in the food industry – centralization vs. decentralization'.

Digital Supply Chain 4.0

To digitalise or not is not the question anymore. Digitalisation has thus become a pressing theme within supply chain management as organisations are currently racing to digitalise their supply chains in order to redefine their competitive advantages. The digitalisation theme was kicked off by *Dr. Ulrich Keller* from *Google* who presented the IT giant's view on Digital Supply Chain 4.0. *Keller* underlined how new digitally-driven supply chain technologies like autonomous vehicles and drones, in parallel supported by machine learning and cloud are revolutionising the way organisations are redefining their businesses, and just like it has done around the world, *Google* is poised to play an important role in this development in both Denmark and across the entire globe.

This informative talk was followed by a mind-opening, and inspirational presentation on the latest digitalisation trends in the logistics of money, the third leg in the SCM-tripod model Goods-Information-Money, by the London-based futurologist, *Nils Elmark*. *Nils* is a Danish futurologist, and founder of the *Inception Ltd.*, the London-based business escalator.

Danfoss A/S represented by *Kristian K. Hede* from the Danfoss Drives Division shared insights from the Digital transformation across the global company focusing on the Smart Danfoss Factory – where connected productions, logistics, commissioning and after-sales processes today delivers radically more intelligent, efficient and sustainable solutions. Mr Hede pointed the importance of having a digitalization strategy and putting the customer in focus.

Digital technology is disrupting traditional business and their operation model - the supply chain. The main challenge is how digital technology can be part of truly integrated, re-designed supply chains and not simply added to existing processes and operations. *Martijn Lofvers* presented a practical and yet strategic mind mapping technique describing market trends, the impact on companies, the supply chain challenges and the improvements, outlining a route for Digital Supply Chain 4.0, which he has created together with *IMD Business School*. Hereby, Lofvers provided some important tools for defining the digitalization strategy, as the previous speaker pointed out at key to success. *Martijn Lofvers* is CEO & Chief Trendwatcher at *Supply Chain Media*, in the Netherlands.

Closure

The forum was then brought to a closure by *Aseem Kinra* and *Henrik Knak*, and the conference and award show where wrapped up by a buffet reception where participants

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networked and visited the twenty booths from *CBS* and students, *DTU* and students, *IDA Operations Management*, and the event sponsors: *SYNCRONIC*, *GS1*, *Relex Solutions*, *Supply Chain Media*, *Inspired-Search*, *NEVI*, *AGR*, *sophub*, *Åse Højer* and *UNI-TROLL*.

The 7th Supply Chain Leaders Forum 2018 is scheduled for 5th September 2018.

For more information, please contact *Henrik Knak* or *Aseem Kinra*.



Winner of the SYNCRONIC award for 'Best Supply Chain Executive in Denmark 2017':
Susanne Hundsbæk-Pedersen, Senior Vice President, Devices & Supply Chain
Management in Novo Nordisk A/S



Winner of the GS1 award for 'Best CBS HD-SCM Business Project 2017':
Robert Reyer van der Valk for the report 'Styring af SKI aftale 50.43'.



Winner of the DSV award for 'Best CBS HD-SCM Thesis 2017':
Mads Rolaj Spangsberg for the report 'Measuring Supply Chain Performance i Global Supply Chain'.



Winner of the IDA Operations Management award 'Best DTU Operations Management Thesis 2017':

Nona Fortian Corts for the report 'Inventory management in the food industry – centralization vs. decentralization'.