



THE LOGISTICS & SUPPLY CHAIN FORUM

At The Sawgrass Marriott, Ponte Vedra, Florida
June 3 - 5, 2018

The Logistics & Supply Chain Forum, June 3 - 5, 2018 Conference Program**

As of December 20, 2017
(**Program Subject to Change)

KEYNOTE PRESENTATION

Strategic Solutions: Strategies for America

Max Brooks, Problem Solving Thought Leader, Zombie Lore Expert & Best Selling Author

SEMINARS & CASE STUDIES *(Additional sessions to be announced)*

Priming The Supply Chain For Your Customers: Lessons Learned from Amazon's Supply Chain

Brian Birch, Chief Operations Officer, Netrush

Innovation and Technology in the Supply Chain: Finding the Right Balance

Orlando McGee, SVP, Global Strategy, Anixter Inc.



KEYNOTE PRESENTATION

Strategic Solutions: Strategies for America

Max Brooks, Problem Solving Thought Leader, Zombie Lore Expert & Best Selling Author

As a best-selling author, Max Brooks is credited with helping propel zombie-lore from niche sub-culture fascination to mainstream pop-culture obsession. While Brooks has published three massively successful zombie-themed books—*The Zombie Survival Guide*, *World War Z*, and *The Zombie Survival Guide: Recorded Attacks* (all of which are now considered the definitive tomes for the genre) and publishes his fourth, *Minecraft: The Island: A Novel* in July 2017—Brooks' ultimate goal was to challenge old ways of thinking and encourage mental agility and flexibility for problem solvers and leaders. Brooks' unique, unconventional thinking depicted in his books has even inspired the U.S. military to examine how they may respond to potential crises in the future. *World War Z* was read and discussed by the sitting Chairman of the Joint Chiefs and Brooks has been invited to speak at a variety of military engagements—from the Naval War College, to the FEMA hurricane drill at San Antonio, to the nuclear "Vibrant Response" wargame. In 2016, Brooks accepted a fellowship at the Modern War Institute at West Point, where he studies, writes about, and lectures to cadets about today's current conflicts.

Today, Brooks explores the consequences of failed leadership, making the leap from mythos to American History with the release of his latest book, *The Harlem Hellfighters*. The graphic novel chronicles the little-known story of the first African-American regiment mustered to fight in WWI. They spent longer than any other American unit in combat and displayed remarkable valor on the battlefield. Despite extraordinary struggles and overt racism, the 'Hellfighters', as their enemies named them, became one of the most successful—but least celebrated—regiments of the war. Once again, Brooks drills down to help find what lessons can be learned from the triumph and tragedy of the Harlem Hellfighters.

The son of Hollywood legends Mel Brooks and Anne Bancroft, Max Brooks is dedicated challenging and encouraging systems and institutions to think outside the box when problem solving. Even his fiction, while undeniably entertaining, works to raise awareness on the issues of disaster preparedness, crisis management, and survival for the common reader—all under the thematic guise of a zombie apocalypse.





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Priming The Supply Chain For Your Customers: Lessons Learned from Amazon's Supply Chain

Brian Birch, Chief Operating Officer, Netrush

Amazon's effect on the Supply Chain is well documented. From ordering to the last mile, to getting products inside the homes of customers, they have redefined processes with tech and data, affecting every aspect of the supply chain. Additionally, Amazon has created an enormous Prime customer base and raised expectations by innovating around convenience. The looming question for every company is - how do you keep up?



As Netrush's Chief Operating Officer, Brian Birch plays a key role in developing the people and processes that drive operational controls, administrative and reporting procedures, and systems to effectively grow the organization. A scholar of Six Sigma and Lean Manufacturing tools and techniques, Brian has a history of proven strengths that extend across the e-commerce supply chain and team development. With over 8 years of leadership experience at Amazon and over two decades working in the operations industry, Brian is a high-impact leader at Netrush with a great depth of experience.



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Innovation and Technology in the Supply Chain: Finding the Right Balance

Orlando McGee, SVP, Global Strategy, Anixter Inc.



Orlando is a results-driven Senior Executive with more than 25 years of success spanning supply chain, distribution, transportation, and operations. His broad areas of expertise include lean improvement, network optimization, supply chain management, and analytics.

Throughout his executive career, Orlando has held leadership positions with Anixter, Cintas, Kellogg Company, and W.W. Grainger. He has been responsible for leading a distribution network transformation resulting in significant cost savings and profit increases. As a proven technical expert, Orlando has implemented network design strategies saving operations costs while increasing personnel efficiency and distribution effectiveness.

Orlando attained his MBA with a concentration in International Management from Lake Forest Graduate School of Management and a Masters in Legal Studies from Governors State University.

Orlando retired from the United States Air Force in 2006, after serving a distinguished 20 plus year career.

Orlando was named “Multi-Cultural Leader of the Year” by the Illinois Diversity Counsel.