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Haworth College of Business News (11/2014)

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November 2014

Haworth College of Business News



FORT CUSTER NATIONAL CEMETERY SERVICE PROJECT
Students clean 4,000 headstones for Veterans Day

<http://www.battlecreekenquirer.com/story/news/local/2014/11/01/western-business-students-clean-headstones/18350365/>

Andy George B.B.A.'03 - Success in Supply Chain Management

With an integrated supply management degree from Western Michigan University, in addition to an internship with Johnson Controls his junior year, Andy George, B.B.A.'03 developed a unique skill set to craft a global career with some of the world's leading companies as a supply chain expert, and took every opportunity to do so.



"The Haworth College of Business's ISM program was a perfect foundation for my career," says George. "The mix of business, engineering, and core supply chain competencies allowed me to be very confident in my interviews for both internships and full-time positions and built a solid set of core skills which I still lean on today."

The ISM program at Western Michigan University, recently ranked #5 in the nation, provides students like George an in-depth and comprehensive education in the industry, boasting a curriculum that combines supply chain, engineering, information technology, logistics and business education.

In his junior year, George accepted an internship with Johnson Controls. He explains that in this role as a material scheduler, he put the analytical and technical content from the classroom into use and related it to real-world MRP, bill of materials, lead time calculations and inventory metrics.

"In my current role as senior supply chain executive with Gartner Inc., the ability to understand how supply chain impacts other business functions—marketing, sales, finance, and many others is critical," says George.

After taking on a full-time position with Johnson Controls following his internship and then working for the managing consulting firm BearingPoint, George became managing director with RGB (a spinoff of Deloitte Consulting). With these years of diversified experience, he took on the position as senior supply chain executive with Gartner. "I lead the life sciences/healthcare vertical for Gartner's strategic accounts organization," says George. "I work with some of the largest life sciences and pharmaceutical companies around the world to provide advisory services and best-in-class benchmarks for their supply chain leadership teams."

George notes that one of the most interesting experiences in his career thus far as a supply chain professional has been traveling to Rio de Janeiro, Brazil. "I've been fortunate to travel around the world and work with some of the largest global companies," says George. "Spending several months in Brazil and working with the Chevron refinery stands out as an experience I will never forget because of what I learned from the local culture, people, and business environment."

In his experience working in managerial positions, he finds discussion in upper-level management to be one of the most fascinating things he's learned throughout the years. "The higher you move up in the organization, the less complex the discussions become—executives tend to be focused more on core competencies," says George. "They pick a few key areas of focus and work on executing them flawlessly."

George sees one of the biggest challenges in today's supply chain industry as the rate of change in businesses—it continues to increase dramatically, creating challenges for larger companies and, often times, opportunities for smaller companies. "One constant in today's business environment is the amount of data we are putting out into the world and how we utilize this data to make better business decisions will determine the winners and the losers," says George.

Premier Partner Spotlight: Kellogg, Jessica Smith



By Michelle Shember

Jessica Smith, B.B.A.'09 counts walking across the stage with her degrees from Western Michigan University in general business and management and then again with her MBA in computer information systems as her proudest achievements. Smith would graduate to use the skills and knowledge achieved in her studies to become an IT operations analyst for Kellogg.

As a transfer student, Smith was drawn to Western. "I looked at several other schools. I was impressed with the quality for the cost that WMU offered. There was also a very inviting environment, and I felt welcomed by the entire campus," says Smith.

Smith originally chose WMU for the art and graphic design program but was pleasantly surprised when she decided to change her focus to business and saw that a top-rated business school awaited her. In her time as an undergraduate, she dabbled in supply chain and finance at the Haworth College of Business. "I decided that I wanted to create my own well-rounded program, and the college offered the flexibility for me to do that," says Smith.

The business foundations and principles Smith studied in her time at Western prepared her in many ways for the fast-paced business environment she entered as a professional, and she credits much of her success to the skills she gained in the college of business.

"It really gave a foundation for every day work. The other day, a vice president requested activity based costing on a presentation I gave. Having the fundamentals gave me the knowledge to respond quickly and in an intelligent way," says Smith. "My major courses exponentially improved my presentation skills. When first entering the college, presentations would leave me catatonic. I shook like a leaf and would blank on the simplest topics. Now, I am presenting to several different audiences, including the CIO of Kellogg, and I feel completely comfortable. I even get compliments on my style and demeanor."

Smith is now an associate IT operations analyst, working under the umbrella of Digital Marketing IT, which manages any website or mobile app associated with Kellogg. With 600+ websites worldwide, this results in a very global position for Smith, as she manages the process they follow for onboarding sites.

"I just returned from a trip to Bangalore and Warsaw to meet with our partners. Beyond the process, I am also responsible for demand planning, senior leadership team dashboards for IT operations, system administration of our project management software, and much more," says Smith. "The biggest opportunity in this position is to create a fully global-friendly environment. It has the potential to really reach out to global partners and make them feel important in the process."

Ambitious, Smith has many goals for her career. "I really want to magnify the global nature of the position. I would like to be able to work with all regions and travel to expand my own development in global business," says Smith. "My goals include overseeing a larger-scale project, transitioning into more of a management role and always learning as much as possible."



Dr. Dave Flanagan, professor of management, shares insights into a potential hospital merger.

<https://www.youtube.com/watch?v=CUw2u4RLvDA#t=13>

Speaker Series Events

November 2014

- Friday, Nov. 14: Entrepreneurship Forum with Norm Braksick, Food Resource Bank | [Info](#)
- Friday, Nov 21: Mercantile Bank of Michigan Breakfast Speaker Series with Bob Miller, associate vice president for community outreach, Western Michigan University, presenting an update on the Business Technology and Research Park | [Info](#)

December 2014

- Friday, Dec. 5: Entrepreneurship Forum with Matt and Rene Greff, co-founders, Arbor Brewing Company

January 2015

- Friday, Jan. 16: Entrepreneurship Forum with Dan Bowen, founder, Dempsey Ventures
- Friday, Jan. 30: Mercantile Bank of Michigan Breakfast Speaker Series with Chris Harris, director of Seita Scholars Program at WMU's Center for Fostering Success

February 2015

- Friday, Feb. 13: Entrepreneurship Forum with Jim Lyon, managing director, Separation Solutions
- Friday, Feb. 27: Mercantile Bank of Michigan Breakfast Speaker Series with Chuck Jones, chief design and research and development officer, Newell-Rubbermaid

March 2015

- Friday, March 20: Entrepreneurship Forum with Dan Jefferies, founder, Newmind Group
- Friday, March 27: Mercantile Bank of Michigan Breakfast Speaker Series with Ed Mayo, professor emeritus, marketing, and John Weitzel, master faculty specialist, marketing, presenting "Branding and the Baseball Fan Experience"

April 2015

- Friday, April 10: Entrepreneurship Forum with Christy Malone, founder, Smart Bottoms
- Friday, April 24: Mercantile Bank of Michigan Breakfast Speaker Series with Mike Spezia about the Gilmore Car Museum

May 2015

- Friday, May 29: Mercantile Bank of Michigan Breakfast Speaker Series with Martha Huckabee about Doctors Without Borders



WESTERN MICHIGAN UNIVERSITY

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