



Joel Sutherland

**Managing Director, Supply Chain Management Institute
School of Business, University of San Diego**

Joel Sutherland has over thirty years' experience as a supply chain executive. Joel was the first American vice president for Denso - Toyota's largest global parts supplier; vice president at International Paper; vice president at ConAgra; and vice president at Sealand where he started and ran a European 3PL. In the late 1990's Joel was a founding executive and senior vice president at Transplace and then president & COO of Air-Road Logistics.

Joel is a past Board Chair of the Council of Supply Chain Management Professionals and in 2009 received their highest honor – the Distinguished Service Award. He also received the Professional Achievement Award from *Logistics Management* magazine; was recognized as one of the Top 20 Logistics Executives by *CLO* magazine and the *Logistics & Supply Chain Forum*; and was honored as a Thought Leader by *Supply Chain Quarterly* and *DC Velocity* magazines.

Joel earned an MBA from Pepperdine University and a BS degree from the University of Southern California – where he also served as an adjunct professor. In 2006, Joel joined Lehigh University as Managing Director of the Center for Value Chain Research and taught graduate-level courses. Joel is currently at the University of San Diego where he is Managing Director of the Supply Chain Management Institute and serves as an adjunct professor.



Simon Croom, Ph.D.

**Professor of Supply Chain Management
School of Business, University of San Diego**

Simon is an authority on global supply chain management who has made a significant contribution to the study of e-procurement, supply chain strategy, responsible and sustainable practice, and operations improvement. He has served as an advisor to the UK Government on e-procurement is consulted widely by global corporations for his specialist knowledge and has authored over 80 academic research and technical papers and numerous practitioner articles on operations and supply chain management, several of which are highly cited as significant contributions to their field. Simon is frequently engaged

as a keynote and expert speaker. He is currently leading a major international study into behavioral aspects of supply chain management.

He has over 35 years' experience in supply chain management. He began his career in purchasing with Jaguar Cars Ltd in the UK where he served a four-year apprenticeship and completed his bachelor's degree in supply chain. He subsequently worked as a manager in the engineering industry before starting a successful business in 1980 in the retail sector. On selling his business interests, he returned to full time academic study, firstly completing graduate degrees in history & politics and in management science, followed by a PhD at the University of Warwick. He is currently the tenured Professor of Supply Chain Management at the University of San Diego's Supply Chain Management Institute (SCMI) where he is also the quondam Executive Director, instrumental in leading the academic development of supply chain management at the University for the last six years.

Simon is a long time Fellow of the Chartered Institute of Purchasing & Supply Research; a Fellow of the Royal Society for the encouragement of the Arts, Manufacturing and Commerce, UK; and is a Certified Professional in Supply Management. He is the chair of ISM's ERC and former chair of IPSERA. He has recently been made an Honorary Fellow of Warwick Business School in the UK, is an external advisor at the University of Birmingham, UK, a Research Fellow at Curtin Business School, Australia and doctoral examiner for SDA Bocconi, Italy.



Kevin Nohelty
VP USA Supply Chain, WD-40

Kevin was born near Boston Massachusetts where he was the middle child of five. He has been happily married for 33 years to his wife, Anne Helen. He has two adult children who currently live in Colorado.

He has a BS in Mechanical Engineering from UMass Lowell, an MS in Computer Engineering from Rensselaer Polytechnic Institute, and an MS in Executive Leadership from the University of San Diego. He also holds his APICS CPIM certification.

Kevin started his career at the General Electric Company in Philadelphia and spent 16 years at various GE locations. It was the initial source of his professional development. In addition, he has worked for five other companies, including WD40 Company.



Tim Fischer
Senior Vice President Supply Chain, Bumble Bee Foods

Tim has over thirty years' experience as a supply chain professional. Tim joined Bumble Bee in 2006 where he is responsible for logistics, customer service and global planning. Tim previously worked at Dannon Yogurt where he was Senior Director in Supply Chain and where, for three years, worked directly for Groupe Danone taking the lead in implementing SAP – Supply Chain in North America. Tim earned a BGS from the

University of Michigan; an MS in General Administration from Central Michigan; and an Executive Masters in International Logistics & Supply Chain Strategy from Georgia Tech. Tim is APICS certified; served as VP Education for the Detroit Chapter of APICS; and is a past President of the CSCMP San Diego/Baja Roundtable.