

Supply Chain Management and Marketing Sciences

Maximizing the Interface between Supply Chain & Marketing

2010, Issue No. 1 business.rutgers.edu/scm

Business

Science

Technology

Green Procurement: Rutgers RBS Students Improving Supply Chains

On Wednesday, November 18, 2009, the Supply Chain Student Initiative (SCSI) held a speaker event featuring Kevin Lyons, PhD. Dr. Lyons is a research professor in the supply chain environmental management and archaeology departments and is the director of purchasing for Rutgers University. His experience in greening the supply chain began in the military and continues today, where his procurement, contracting, and research focuses on environmentally preferable products and services.

Dr. Lyons's presentation was entitled, "Greening the Supply Chain: A Case Study and Success Story." The case study focused on the green purchasing practices at Rutgers University from 1988 to the present and highlighted the difference between total value cost versus initial cost, the impact of supply chain practices on the global market, and the Rutgers University Mission of greening its supply chain and those of companies it partners with. It also highlighted how research at Rutgers develops Rutgers Business School (RBS) students. First, students learn progressive methods of improving the supply chain. Second, students then add immediate value by applying what they learned to the companies they work with.

Rutgers' mission extends to its relationships with suppliers and other companies outside of Rutgers. To accomplish this goal, Dr. Lyons places many of his undergraduate and graduate students into internships at these companies. This is great for the students because they practically apply what they learn in the classroom and gain valuable work experience. The suppliers' responses have been positive because they establish a contractual relationship with a large university, while implementing green practices that reduce their costs and increase profitability long-term.

Dr. Lyons and Rutgers have been at the forefront of green practices within the supply chain. As a well respected researcher at a premier research university, Dr. Lyons' green research includes practices along the entire supply chain, product life cycle assessment and the implications of global corporate social and environmental reporting. This research has given rise to on campus research collaborations: Rutgers' eProcurement, eEnergy Grid System and Eco-Complex Resource Renewal.

Vikash Patel, MBA class of 2011 specializing in Pharma Management and Marketing, said, "Dr. Lyons' presentation brought to the forefront Rutgers' dedication to being a green university and making sure everyone linked to our supply chain follows suit. Dr. Lyons' students immediately impact the companies they intern with or work for by applying what they learn in class in the real world."



Dr. Kevin Lyons is an expert whose research and experiences led to improvements in the supply chains of Rutgers and its suppliers

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by Franco Libunao and Patrick Joe

Supply Chain Disruptions and Business Continuity Planning Roundtable Seminar



Seminar attendees share ideas and experiences on best practices to prevent supply chain disruptions within their organizations.

On November 10, 2009, the Rutgers Center for Supply Chain Management held a roundtable seminar on Supply Chain Disruptions and Business Continuity Planning at the Rutgers Busch Campus. Attendees included executives from various companies such as MetLife, J&J, PSEG, AstraZeneca, Bayer HealthCare, Schindler Elevator, J.Crew, Novartis, and ITOCHU International Inc., and undergraduate and graduate students of Rutgers Business School.

The seminar began with a presentation on preparing for supply chain disruptions and business continuity, with a specific focus on the H1N1 flu. Attendees then broke into three groups to brainstorm and share common preparation practices. All attendees then gathered for an open discussion to share and discuss each groups' insights and best practices.

by Franco Libunao

Council of Supply Chain Management Professionals Awards Scholarships to RBS SCM Students

At the CSCMP NJ Oct 22 Event, the CSMP presented scholarship grants to 12 winners, all Rutgers students studying in Bachelors, Masters and PHD Supply Chain Management programs.

The applicants doubled in size this year compared to last year. The CSCMP hopes through these grants to encourage and help more students to be supply chain professionals. More than \$10,000 was awarded for scholarship and convention attendance grants. Scholarship amounts varied from \$250 to \$1000 per person.



2009 Scholarship Grant Winners: Disha Kundra, Sarika Tandon, Junmin Shi, Hemant Bansal, Ai-Chih Chang, Joseph Campbell, Petra Lin, Philip Geltmann, Swati Pithwa, Vinay Mehta, JingJing Zhou, Peter Hogan

For more information regarding Scholarships or Convention Grants, please contact the CSCMP NJ Education Chairs:
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Organizational Transformation and the Supply Chain Seminar

On Friday September 18, 2009, the Center for Supply Chain Management held a seminar on Organizational Transformation and the Supply Chain. The speakers and their presentations included:

Anthony T. Jackson (Vice President, Operational Capabilities and Execution for Medicia Holdings, LLC): "Leading the Next Generation of Organization Transformation – Making the Harder Right Choices"

David Widup (Vice President, Business Change Management & Transformation for Becton, Dickinson and Company): "Sales and Operations Planning – The Transformational Power of an Established Best Practice Process"

Don Klock (Professor of Supply Chain and Marketing Sciences and Business Director for the Rutgers Center for Supply Chain Management): "Preparing People for Change"

by Franco Libunao

Erin O. Patton, The Architect of the Jordan Brand, Visits Rutgers Business School



Erin Patton discusses how his marketing education and his knowledge of the target market led to his professional success

After his presentation, there was a question and answer portion and book signing where Patton spoke with each person, posed for pictures and signed free copies of his book *Under the Influence*. The event was extremely successful and drew praise from all attendees. Because of Patton's reputation and experience, all attendees learned valuable lessons that will help them in their careers.

Mayank Shah, MBA class of 2011 specializing in Pharmaceutical Management and Marketing said, "The presentation was both enjoyable and informative. Erin Patton's '7 ciphers' framework showed us how the marketing concepts we learn in class can be applied in real world contexts, even in markets that have traditionally been ignored, such as the 'urban' market."

by Franco Libunao and Brian Fraser

On Tuesday November 9, 2009, the Rutgers Black and Hispanic MBA Association featured marketing expert Erin O. Patton in a speaker event and book signing for his new book, *Under the Influence*. Patton is most famous for launching both the Jordan brand and the Starbury Movement with Stephon Marbury. He has also worked with Lebron James and the Williams Sisters. Patton's The Mastermind Group (TMG) provides brand management and strategic marketing consultation to an exclusive group of Fortune 500 companies.

Patton's presentation focused on marketing to the Hip-Hop Generation. His application of classic marketing concepts with his understanding of the Hip-Hop culture creates effective brands and marketing campaigns. The best example of this is his "7 ciphers" segmentation framework. His work exemplifies that successful branding and marketing require knowing the markets and communicating effectively to those markets.

Patton's work with the Jordan Brand highlights why he has been successful. He

recognized that he had to communicate to the target market that Michael Jordan was transitioning from his role as a superstar athlete to a successful businessman. To do this, Patton created the CEO Jordan marketing campaign. The signature commercial featured Michael Jordan dashing out of the tunnel during halftime at a Chicago Bulls game, changing into a suit to conduct business at his headquarters and making it back in time to play the second half of the game, where he scored 43 points in wingtip shoes.

"The presentation was both enjoyable and informative. Erin Patton's '7 ciphers' framework showed us how the marketing concepts we learn in class can be applied in real world contexts, even in markets that have been traditionally ignored, such as the 'urban' market" - Mayank Shah MBA '11



Erin O. Patton spoke with audience members during his book signing for his new book *Under the Influence*

R.A.M.S. Speaker Events Prepare Students for the Real World

On Thursday November 5, 2009, the Rutgers Association of Marketing and Strategy (RAMS) invited students to attend their Fall Faculty Speaker Panel. The speakers were faculty members Patrick Wheeler (ConEd), Jamie Sawhill (Wells Fargo), Grant Hunter (GE) and David Abramowitz (Colgate-Palmolive).

The moderator, RAMS Co-President Gina Gancheva, started with general questions and panel members responded. The floor was then opened to the students to ask the panel questions. Topics that were discussed included navigating through their education, networking, transitioning to an internship/full time position, and skills needed for a successful career. Following the panel was a dinner where the students and panel members had more informal discussions on a variety of topics. The students who attended the event found it to be extremely helpful because of the honesty of the panel's responses about life during school and after graduation.

Patrice Senior, MBA class of 2011 specializing in Marketing, said, "The Fall faculty speaker panel was a great event that provided students access to individuals who are leaders and who have been very influential in their respective fields. I also enjoyed the discussions with the panel members and 2nd-year students during the dinner as they offered key insights on how to navigate and leverage the MBA program for future success in our careers."

RAMS then followed the Faculty Speaker Panel with its Fall Alumni Speaker Panel on Wednesday December 18, 2009. Four alumni returned to discuss their experiences during their education and while on the job. The panelists included Erika Bajars (Becton, Dickinson and Company), Chris Horvath (Johnson & Johnson), William Kutcher (Nielsen Company), and Joe Mastrangelo (WHITTMANHART).

The goal of the panel was to relay key points about their experience at RBS and how to



William Kutcher (Nielsen Company), and Joe Mastrangelo (WHITTMANHART).

translate that experience into a successful career. The panel discussion format included a portion of questions and answers from the moderator followed up by an open question and answer portion and a mixer at Kilkenny Ale House. Students from both the full-time and part-time MBA programs attended the event.

Various topics and issues were discussed and each speaker gave insightful answers to each question. Topics included transitioning from school to the workforce, using lateral moves as a way to move up in an organization, leveraging the people you work with and the ability to think on your feet. Following the panel, the alumni sat down with the students to network. This was particularly rewarding as it allowed for more in-depth discussion on many of the topics discussed during the panel.

Brian Fraser, a member of MBA class of 2011 specializing in Marketing and Supply Chain, said, "I enjoyed getting a real world perspective from Rutgers alumni. It's good to know that we have alumni who are willing to contribute and help build the marketing program at Rutgers Business School."

by Franco Libunao

RBS students win Scholarships at 10th Annual ISM Services Conference.

(Phoenix, Arizona)— Eleven students representing top supply management programs at five universities were honored at the 10th Annual ISM Services Conference in Phoenix. Two Rutgers Business School — Center for Supply Chain Management students were named 2009 ISM Services Group Scholarship winners: Alice Wong, and William Stopa.

The conference was hosted by the Institute for Supply Management™ (ISM)'s Services Group. Each scholar received US \$1,000 plus sponsored registration and travel allowance to attend the ISM Services Conference which took place December 3-4, 2009.

"One of our group's key focuses is investing in the education of future supply management professionals," says Marty Bell, C.P.M., A.P.P., member of the ISM Services Group leadership team. "Scholarships and other funding are a great way to assist students in top supply management degree programs."



Student Profile: Patrice Senior

Patrice Senior is a first-year student in the full-time MBA program. When asked why she chose to attend Rutgers Business School (RBS), Patrice said, "As one of the top 3 business schools in the tri-state area, I chose RBS because it met my overall needs in terms of finances, location, and quality of education. I was also really impressed by the admissions staff and felt like I fit in with the school's culture. And finally, I felt like I could come to Rutgers and really make an impact; I saw a lot of room for growth and opportunity."

Patrice graduated from the University of Maryland Robert H. Smith School of Business, majoring in Marketing, in December 2005. She excelled with a 3.4 GPA overall, 3.7 major GPA and was the recipient of the Office of Multi-Ethnic Student Education Certificate for Outstanding Academic Achievement, a member of the Phi Sigma Theta National Honor Society, American Marketing Association, and Black Business Association.

What sets Patrice apart is her work experience. She was an intern at Sean "Diddy" Combs' Bad Boy Worldwide Entertainment, where she made recommendations about increasing sales of Bad Boy artists and increasing the exposure of Bad Boy artists, including film, television, and video games. After graduation, she was an Account Supervisor at Erin O. Patton's The Mastermind Group (TMG), where she managed the marketing activities for the Starbury brand, a footwear and apparel line that generated over \$45 million in sales and partnered with Radio One, The New York City Police Athletic League and Boys & Girls Clubs of America. After leaving TMG, Patrice became an Account Executive/Events Manager for Uniworld Group, Inc. in charge of the United States Marine Corps (USMC) account. She managed a \$1.5 million budget to build brand awareness and increase minority recruiting.

Patrice has a clear focus and passion on marketing and had several summer internship offers. She has accepted a position at Johnson & Johnson CPG and there is no doubt her RBS education and her past experience will serve her well during her summer internship and into her second year at RBS.

by Franco Libunao

RBS MBA Student Case Competition

When: February 5, 2010

Where: 1 Washington Park, Rutgers-Newark Campus

Judges: Will include faculty and industry leaders (past industry judges have included executives from DP&C Enterprises, L'Oreal USA, MetLife, Novartis Pharmaceuticals, PSE&G, Schering-Plough and Schindler Elevator Corporation)

Prizes: \$500 for the first place team and \$100 for the top performing student. The judges will also select an all-star team to compete in Rutgers Business School's regional case competition (Spring 2010) with past participants including Lehigh, NYU, Penn State, NJIT, Syracuse, and the Rutgers School of Engineering.

For more information please email: cscm@business.rutgers.edu.



Last year's winning team (pictured above) was from Rutgers Business School and included MBA students Som-Ming Leung, Ishma Sharma, Sarika Tandon, and Li Yin.

Rutgers Business School-Newark and New Brunswick is an integral part of one of the nation's oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey. Founded in 1929, Rutgers Business School has been accredited since 1941 by AACSB International—the Association to Advance Collegiate Schools of Business, a distinction that represents the hallmark of excellence in management education. Today, with a focus on Business, Science, and Technology, Rutgers Business School is educating more than 4,000 undergraduate and graduate students at two main campuses in New Jersey as well as six satellite locations in New Jersey, China, and Singapore. Steeped in academic excellence, with a distinguished faculty and a corps of over 29,000 successful alumni, Rutgers Business School is highly ranked by the *Financial Times*, *U.S. News & World Report*, *Business Week*, and *The Wall Street Journal*. It is recognized as among the top three business schools in the New York City metropolitan area, and ranked #10 nationwide for "Most Competitive Students" by The Princeton Review.

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