

Creating Value Through Strategic Supply Chain Partnerships and Life Cycle Management

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A well-conceived strategic partnership approach provides a powerful platform for achieving meaningful business impact, in part by engaging key decision-makers "outside" EHS/Sustainability (e.g., Sales & Marketing, Product Development, etc.) in important environmental initiatives. It can also address many of these obstacles and create significant value for suppliers/customers

There is growing interest in the opportunity to significantly increase the business impact of environmental and social initiatives by focusing on key customer/supplier relationships to improve the life-cycle impacts of company activity, products and services. This is being driven, in part, by powerful market trends that increase the attractiveness of a proactive approach to supply chain issues and opportunities.

While most companies report that they still employ an ad hoc, reactive approach to supply chain partnerships, a few leaders are showing the way forward with more strategic approaches. A number of critical skill gaps and organizational barriers need to be overcome in order for more companies to take full advantage of strategic supply chain opportunities.

This presentation will

- give an overview of major corporate perspectives on key supply-chain trends and untapped opportunities
- identify some key implications
- propose a potential approach to capturing the opportunity