



**Session Title: Playing to Win: How to Accelerate C-suite Influence and Elevate Your Team**

**Moderators:**

Claudia Saran, Principal, KPMG

**Panelists:**

Raina Avalon, EVP, Logistics, TJX

Michael Jacobs, SVP, Supply Chain, Ferguson Enterprises

Ammie McAsey, SVP, Distribution Operations, McKesson

Amy Rardin, Sr. Director P&G Global Supply Chain, Procter & Gamble

Rene Ure, COO & VP, Infrastructure Solution Group, Lenovo (former)

**Session description:**

Corporate C-level executives have historically come from Sales, Marketing, and Finance backgrounds. These functional roles have long been considered essential for business growth as they require a strong understanding of products, customer needs, the competition, and business process.

Over the past few years, with the emergence of digital customer relationships coupled with the lasting impression of COVID disruptions; the world of business has evolved to:

- Acquiring companies for supply chain technology and network capabilities.
- Significant investments in network optimization and aggressive expansion.
- Purposeful differentiation through speed and strategic product availability.
- Supply Chain expertise being added to Board appointments.
- ESG is now firmly situated as a strategic imperative for the Fortune 500. Supply Chain continues to be a driver of company sustainability.

Supply chain innovation is now well situated as a strategic differentiator for company growth strategies and long-term relevance. With that, Supply Chain executives will now need new skill sets to influence cross-functional decision making and build consensus among C-level peers. For those supply chain leaders that can strategically blueprint and effective meaningful change, opportunities now exist for C-level positions.

**Key Takeaways will be:**

- A. Thinking differently around Supply Chain roles and skills needed for successful C-Suite leadership transition.
- B. New ways of thinking regarding professional EQ growth and business influence.
- C. Challenging the current Supply Chain goal mythology to be better aligned with business growth and customer satisfaction.