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pm

Enhancing Agility and Flexibility for Retail Supply Chains
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Director, MIT SCALE Network - Latin America
Director, MIT Graduate Certificate in Logistics and SCM (GCLOG) program
Founder & Director, MIT Food and Retail Operations Lab



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Chris Mejía-Argueta is a Research Scientist at the MIT Center for Transportation and Logistics. He is the director and founder of the MIT Food and Retail Operations Lab (FaROL) where he develops applied research to improve the performance of retail and e-tail supply chains. He is also director of the MIT SCALE network for Latin America and the Caribbean. He has over 14 years of experience solving logistical problems for more than 15 countries in four different continents. He is the editor and author of four books on supply chain management and has led dozens of industrial projects. He holds a Ph.D. and a M.Sc. from Monterrey Tech (MEX) and he has worked for the Eindhoven University of Technology (NDL), LOGYCA (COL) and Hewlett Packard Laboratories (U.S.A).

Improving supply chain agility has been a top priority of executives to increase performance. Actually, 75% of supply chain and logistics professionals have done adjustments in their supply chain processes during the pandemic. All the high uncertainty required CPG manufacturers, distributors and retailers to make deep structural shifts in retail supply chains given the sudden demand changes and supply shocks. But *why were these supply chains so unprepared to cope with these disruptions?* We collected and analyzed information from around 300 firms and found interesting managerial insights about their supply chain agility, adaptability and alignment (i.e., AAA) before the COVID-19 crisis first wave and right after. Attendees will understand what factors might be significant for them to control and we will discuss innovative strategies to build AAA-supply chains and keep resilience and high-performance under any type of crises.

Business Analytics in Supply Chain Management
Edgar Gutiérrez-Franco
Postdoctoral Associate



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Edgar Gutierrez-Franco is a Postdoctoral Associate at the MIT Center for Transportation and Logistics. He is collaborating in projects related with Sustainable Supply Chains, Food and Retail Operations and Omnichannel Distribution Strategies. His research interests are related to applying quantitative models and artificial intelligence for Distribution Network Design, Manufacturing and the design of Decision Support Systems. His corporate experience includes positions in the consulting, beverage and retail industry. Dr. Edgar has publications in scientific journals and has served as editor and author of two books related with engineering and business analytics. He holds a MSc. in Industrial Engineering from the University of Los Andes (Colombia), and a Ph.D. in Industrial Engineering and Management Systems with focus on Data Science from the University of Central Florida (2019).

Analytics technologies and data science have not just created new business models, they have revolutionized the nature of how businesses operate and compete. Research suggests that 71% of global enterprise investments in analytics have accelerated in the last years. This webinar presents how leading-edge technologies like advanced optimization, artificial intelligence and simulation along with supply chain strategies can help organizations to deal with current and future challenges in supply chains. A successful case study on urban delivery operations in a megacity is discussed. This case solves operational challenges for product supply from consumer package goods (CPGs) or retail industries to stores and end consumers in urban areas. Attendees will have the opportunity to learn how data analytics have supported decision making in SCM to reduce costs, enhance SC agility, and improve customer satisfaction.