

August 2016

Media contact:
Stephanie Schwartz
rbb public relations
stephanie.schwartz@rbbpr.com
305-967-6666

London Office *

2 London Bridge
London SE1 9RA
UK

Boston Office

51 Melcher Street
Boston MA 02210
USA

+44(0) 20 3747 6200
info@scmworld.com
scmworld.com



THE QUEEN'S AWARD
FOR ENTERPRISE 2015



*Registered office
Rapture World Ltd.
(Registration no. 06443794)

Kevin O'Marah selected by DC Velocity as 2016 Rainmaker

LONDON, Aug. 08 2016 – Kevin O'Marah believes deeply in the power of supply chain management to solve problems. As a long-time supply chain management consultant and analyst, currently at the firm SCM World and previously with AMR Research and Gartner, O'Marah has spent years helping companies improve their operations by implementing new supply chain technologies and processes.

But the problems that O'Marah believes the supply chain can solve are even grander than helping a company improve its profit-and-loss statement. According to O'Marah, supply chain management holds the key to resolving some of the world's most intractable problems, such as hunger, providing affordable health care, and answering the challenges of climate change. He first pursued these ideas in the book *Supply Chain Saves the World*, which was published while O'Marah was at AMR Research. He now serves as chief content officer for SCM World, an organization that seeks to turn that vision of leveraging the supply chain to solve world problems into reality.

Q: How did you become interested in conducting research in supply chain management, and why do you continue to be interested in the field?

A: I took a course at Stanford in 1991 called "Integrated Design, Manufacturing, and Marketing," which was jointly taught by the business school and the engineering school. We competed as teams of four (two M.B.A.s and two engineers) designing, prototyping, costing, and marketing a product—can crushers in this case—for a business simulation game. The main takeaway was that integration across functions is the key to value. Ever since then, I've studied economics, business, and technology and have been amazed at how these disciplines intertwine in supply chain management.

In more recent years, I've become aware of how huge an impact all of this can have on the global economy and society. That is why above all else I am motivated by the productivity effects of supply chain management and the way this enables advancement of human society within the bounds of a materially limited planet.

Q: What is your proudest professional achievement, and why?

A: I am especially proud of having created the Supply Chain Top 25 at AMR Research (now Gartner) back in 2004. The Top 25 was not an analytical breakthrough at all but was transformative to the idea that supply chain is a topic that can be exciting and even inspirational. The Top 25 is still an important conceptual artifact and motivator for many senior supply chain leaders today.

Q: SCM World is a bit different from other research organizations in that it explicitly states that its purpose is to help members provide lasting solutions

to the world's fundamental challenges. Why is that something that appeals to you personally?

A: Supply Chain Saves the World was the title of a book I put out about 10 years ago. In the last few years at SCM World, we have taken the core ideas underpinning this audacious title and driven hard to make them a reality. Our executive advisory board (EAB) strongly supports this effort and in so doing, brings enormous resources to the quest. Leaders from companies like Chevron, General Mills, Nike, and Caterpillar are included on the EAB and as such, represent massive global footprints for sourcing, manufacturing, and logistics, all of which are increasingly dedicated to doing right in the world.

The critical understanding about supply chain and such mega-global challenges as environmental sustainability, health, and hunger is that all are, at least in part, essentially big engineering challenges. Sustainability, for instance, is all about minimizing material waste, energy inefficiency, and harmful byproducts. Supply chain is the function that cuts the steel, dispatches the trucks, and runs the factories feeding our industrial and consumer economies. As we work to streamline our operations, we simultaneously build a closed-loop system that can and should sustainably meet human needs while assuring availability of resources for the future. Examples include Ikea's move to Better Cotton Initiative-certified cotton, Coca-Cola's watershed management efforts, and Unilever's Zero Waste to Landfill project. All achieved 100 percent success ahead of schedule.

About SCM World

SCM World is the supply chain talent development partner for the world's leading companies, empowering professionals with the capability, commitment and confidence to drive greater positive impact on business performance and help solve three of the world's fundamental challenges: health, hunger and environmental sustainability.

The SCM World community accelerates collective learning and performance by harnessing the knowledge of the most forward-thinking supply chain practitioners, shared through industry-leading research, best-practice exchanges, peer networking and events. Over 150 companies participate in and contribute to the SCM World community, including P&G, Unilever, Nestlé, Samsung, Lenovo, Cisco, Merck, Caterpillar, Nike, Walgreens, Jaguar Land Rover, Raytheon, Chevron, Shell and BASF.

<http://www.scmworld.com>