

## SCIN Visit to EY-Nottingham Spirk Innovation Hub

### General Information

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The Supply Chain Innovation Network (SCIN) is delighted to host its upcoming visit to the EY-Nottingham Spirk Innovation Hub on Thursday, April 27<sup>th</sup>, in Cleveland, OH. Hosted in collaboration with Columbia Business School (CBS) and EY, the visit will bring together senior executives and leaders working in supply chain across leading organizations alongside CBS academics to explore supply chain innovation and the digitalization of manufacturing through a hands-on, immersive one-day session. For early arrivals to the visit, EY will host a cocktail reception on the evening of Wednesday, April 26<sup>th</sup>.

When: April 26–April 27<sup>th</sup>, 2023

Where: Cleveland, OH

Nearby Hotels: **InterContinental Cleveland Hotel**  
*9801 Carnegie Avenue, Cleveland, OH 44106*

**Courtyard by Marriott Cleveland University Circle**  
*2021 Cornell Rd., Cleveland, OH 44106*

**Hilton Cleveland Downtown**  
*100 Lakeside Ave E, Cleveland, OH 44114*

Nearest Airport: **Hopkins International Airport (CLE)**  
*5300 Riverside Dr, Cleveland, OH 44135*

Attire: Business casual attire is appropriate for the reception and visit.

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**Kate Rarey**  
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## Detailed Agenda

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### Wednesday, April 26<sup>th</sup>

- 6–8 pm      **Early Arrivals Reception**  
*Bar 32, Hilton Cleveland Downtown, Floor 32, 100 Lakeside Avenue East, Cleveland, OH 44114*  
Cocktail Reception for early arrivals of the SCIN and Columbia University, hosted by EY

### Thursday, April 27<sup>th</sup>

- Visit to EY-Nottingham Spirk Innovation Hub**  
*2200 Overlook Road, Cleveland, OH 44106*
- 8:30–9 am      **Kick-off**  
Introductions, alignment of objectives, and establishing the flow of the day
- 9–10 am      **Product, Service, and Business Model Innovation Experience**  
Introduction to the Hub's vertical innovation process and the "story behind the story" on various consumer packaged goods, medical devices, and prototyping labs
- 10–10:15 am      **Break**
- 10:15–11:45 am      **Digital Enterprise Realized Experience**  
Review on the latest in connected products, digital twins, predictive maintenance, and field service, as well as the digital shop floor, plant digital twins, and supply chain orchestration
- 11:45 am–12:30 pm      **De-brief and Lunch**
- 12:30–1:30 pm      **Bob Schug on Mondelez' Digital Manufacturing Journey**  
45-min. presentation from Bob Schug, Vice President of Digital Services and Supply Chain at Mondelez International, who will explore the company's journey into digital manufacturing, the development of its multi-year vision and roadmap, and execution plan for digital enablement, followed by a 15-min. Q&A session
- 1:30–2:30 pm      **Digital Manufacturing 2030: An Innovative Vision for the Future**  
A lens into the future of digital manufacturing – often seen as increasing efficiency and improving product quality – as a fully integrated and connected ecosystem that produces on-demand and sustainable products
- 2:30–3:30 pm      **Reflections and Insights**  
Insights and key learnings from attendees on the day

## Visit Information

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### Nottingham Spirk

Nottingham Spirk is an open innovation and product development firm established in 1972 by John Nottingham and John Spirk, now run in collaboration with EY. The firm currently has over 70 employees focused on product invention, design and engineering, user research, rapid prototyping, structural packaging, market strategy, branding, interactive design, quality control, and global sourcing. Partnering with companies in the consumer, medical, retail, and business-to-business industries, this Innovation Center houses the product development cycle from focus group facilitation to product design and mechanical engineering.

Find a 4-min. video on the hub [here](#) and more information on the company [here](#).

## Speaker

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### Bob Schug

Vice President, Digital Services and Supply Chain, Mondelez International

Bob Schug is an experienced business technology leader with a demonstrated history driving major digital transformation initiatives that deliver breakthrough results. He joined Mondelez International in August of 2019 as the Global IT and Shared Service Lead for Mondelez Supply Chain with a focus on digital strategy development and execution. Before joining Mondelez, Schug led Global Supply Chain IT Lead at Ecolab and a variety of roles of increasing responsibility at Procter & Gamble (P&G). Currently, he lives in Cincinnati with his family.

## Attendees

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**Saima Ahmad**

Global Director, Strategic Sourcing, Supply Chain, Northrop Grumman

**Jerry Anunrojwong**

PhD Candidate, Decision, Risk, and Operations (DRO) Division, CBS

**Mitch Arends**

Executive Vice President, Operations and Supply Chain, Kraft Heinz Company

**Richard Aviles**

President, Kingbridge Cleaners & Tailors

**Ross Brubaker**

Global Advisory Account Leader, Consumer Packaged Goods, EY

**Bret Celmer**

Vice President, Supply Chain, FreshDirect

**Keely Croxton**

Professor of Logistics, Department of Marketing and Logistics, Fisher College of Business, Ohio State University

**Alexandria Darin**

Global Executive MBA '23, CBS

**John Dockins**

Executive Director, Supply Chain, Cleveland Clinic

**Jing Dong**

Regina Pitaro Associate Professor of Business, DRO Division, CBS

**Phyllis Dyson**

Vice President, Global Product Supply, Duracell

**Nelson Fraiman**

Professor of Professional Practice, DRO Division, CBS; Faculty Director, W. Edwards Deming Center, CBS

**Anthony Gonzalez**

Vice President, Engineering, Quality, and Operations, Hilmar Cheese Company

**Andrea Jacobs**

Executive Director, Operations, Cleveland Clinic

**Kreg Koford**

Senior Vice President, Supply Chain and Sustaining Care Services, Memorial Sloan Kettering Cancer Center

**Hongyao Ma**

Assistant Professor of Business, DRO Division, CBS

**Stephane Masson**

Senior VP, Global Procurement, Marriott International

**Molly Muench**

Associate Director, W. Edwards Deming Center, CBS

**Rob Namy**

Chief Operating Officer, Weston, Inc.

**Bill Peacock**

Chief of Operations, Cleveland Clinic

**Jimmy Qin**

PhD Candidate, DRO Division, CBS

**Angela Quintero**

Adjunct Assistant Professor, DRO Division, CBS; Managing Director, W. Edwards Deming Center, CBS

**Kate Rarey**

Project Manager, Palisades Media Ventures

**Nachum Sicherman**

Carson Family Professor of Business, Economics Division, CBS

**Glenn Steinberg**

Global Supply Chain and Operations Leader, EY

**Kenneth Stern**

President, Palisades Media Ventures

**Jenny Tromski**

Assistant Vice President, Business Development, Brooklyn Navy Yard