



VIRTUAL MEETING

Generative AI in Supply Chain

Thursday, June 22nd, 2023

12:30 to 2:15 pm EST

Zoom link [here](#)

General Information

What is generative AI and what does it mean for supply chain?

Columbia Business School (CBS) and EY are pleased to invite you to attend the Supply Chain Innovation Network's next virtual meeting, which will be held on **June 22nd, 2023 from 12:30 – 2:15 pm ET**. This meeting will address the profound impact generative AI will have on supply chain and bring into discussion real use cases, such as optimization of processes, demand and inventory forecasting, risk assessment, and more.

Agenda

12:30 – 12:40 pm **Introduction with Angela Quintero and Glenn Steinberg**

Angela Quintero, Adjunct Assistant Professor, Decision, Risk, and Operations (DRO) Division, CBS; Managing Director, W. Edwards Deming Center, CBS

Glenn Steinberg, Global Supply Chain and Operations Leader, EY

12:40 – 1:00 pm **“How Supply Chains will Evolve when Generative AI becomes an Essential Operational Component”**

Asaf Adler, Senior Manager, Business Transformation, EY

1:00 – 1:10 pm **Discussion from SCIN Members**

1:10 – 1:45 pm **“AI-driven Supply Chains: Aligning Strategy, Operations, and Technology”**

Maria Jesús Saenz, Director, MIT Digital Supply Chain Transformation Lab

1:45 – 2 pm **Q&A / Closing Discussion**

Speakers



Asaf Adler

Senior Manager, Business Transformation, EY

Asaf Adler is EY's supply chain leader for artificial intelligence, web3 applications/infrastructure, and blockchain, with over 12 years of experience counseling clients including CEOs, COOs, CIOs, CTOs, and Chief Digital Officers across strategy, digital, operations, and technology.



Angela Quintero

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

Angela Quintero is Managing Director of the W. Edwards Deming Center for Quality, Productivity, and Competitiveness, which promotes operational excellence in business through the development of research and best practices. There, Quintero directs the Entrepreneurship and Competitiveness programs for Latin America (ECLA), Africa (EC-Africa), and the United States (EC-America), which equip entrepreneurs from small to mid-sized companies with the skills, tools, and network to professionalize and grow their businesses in today's global environment. Prior to joining CBS in August 2013, Quintero worked for Booz Allen Hamilton in the operations practice in the US and Europe, and as a Director for own entrepreneurial venture distributing imported flowers from South America throughout Europe. She holds a BS in mathematics from Universidad de Los Andes in Colombia, an MS in social sciences from the University of Chicago, and an MS in management science engineering from Stanford University. Originally from Bogota, she is trilingual in Spanish, French, and English, and lives in New York with her husband and three kids.



Maria Jesús Saenz

Director, MIT Digital Supply Chain Transformation Lab

Maria Jesús Saenz is Director of the research area on Digital Supply Chain Transformation at the MIT Center for Transportation and Logistics as Research Scientist. The center's primary research aims at leveraging the connections among inter-organizational business drivers when facing new collaborative paradigms in digital transformations. Saenz also serves as the Executive Director of the MIT Supply Chain Management Blended Master Program and teaches various courses at the master, PhD and executive education level on digital transformation, supply chain management, collaboration, risks, resilience and project management. She received Cum Laude and the Outstanding Doctoral Award for her PhD in manufacturing and design engineering from the University of Zaragoza, where she previously obtained her MSc in industrial engineering, having also studied mathematics sciences for several years. In 2003, she received her tenure as Associate Professor in the School of Engineering at the University of Zaragoza and, in 2004, she joined the newly formed research institute MIT Zaragoza Logistics Center as Professor, where she also served as Executive Director. Additionally, Saenz has led various international research projects for the

European Commission and companies on supply chain management innovation, such as P&G, Carrefour, Clariant, Dell, DHL, Leroy Merlin, and Caterpillar.



Glenn Steinberg

Global Supply Chain and Operations Leader, EY

Glenn Steinberg serves as EY Global Supply Chain and Operations Leader. In his role, he helps drive high-impact strategies and business execution across the Fortune 500. He is a seasoned professional with extensive supply chain and operations experience. Prior to joining EY, he led many supply chain transformations in several leadership roles. He received an MBA in finance and operations management from Columbia University and an electrical engineering degree from Union College.

Attendees

Asaf Adler

Senior Manager, Business Transformation, EY

Jerry Anunrojwong

PhD Candidate, DRO Division, CBS

Santiago Balseiro

Associate Professor of Business, DRO Division, CBS

Paul Barsch

Assistant Director of Demand Generation,
Supply Chain, EY

Omar Besbes

Vikram S. Pandit Professor of Business,
DRO Division, CBS

Alex Blanco

Former Chief Supply Chain Officer, Ecolab

Ari Boyarsky

PhD Candidate, DRO Division, CBS

Bret Celmer

Vice President, Supply Chain, FreshDirect

Nicolas DeGiacomo

Founder and CEO, Bucephalus

Edward DuBeau

VP, United States Customer Care, Zoetis

Phyllis Dyson

Vice President, Global Product Supply, Duracell

Melissa Fleener

Vice President, Business and Digital
Transformation, Boeing

Yuri Fonseca

PhD Candidate, DRO Division, CBS

Nelson Fraiman

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

Anthony Gonzalez

VP of Engineering, Quality, and Operations, Hilmar
Cheese Company

Scott Gray

Senior Director, Global Procurement, Marriott

Pamela Heminger

Senior Vice President, Strategic Procurement and
Planning, Caterpillar

Akshith Kumar

PhD Candidate, DRO Division, CBS

Hongyao Ma

Assistant Professor of Business, DRO Division, CBS

Will Ma

Assistant Professor, DRO Division, CBS

Uday Menon

Lecturer in Discipline, IEOR Department,
Columbia University

Molly Muench

Associate Director, W. Edwards Deming
Center, CBS

Hongseok Namkoong

Associate Professor of Business,
DRO Division, CBS

Colin Nelson

Chief Supply Chain Officer and EVP, Bowery Farming

Utkarsh Patange

PhD Candidate, DRO Division, CBS

Chao Qin

PhD Candidate, DRO Division, CBS

Angela Quintero

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

Maria Jesús Saenz

Director, MIT Digital Supply Chain
Transformation Lab

Bob Schug

VP, Digital Services and Supply Chain,
Mondelez International

Eyal Shats

Co-founder and Chief Strategy Officer, Simpliroute

Sibel Sozuer Zorl

PhD Candidate, Marketing Division, CBS

Rick Spann

VP, Supply Chain, Church and Dwight

Glenn Steinberg

Global Supply Chain and Operations Leader, EY

Kenneth Stern

President, Palisades Media Ventures

Michael Sullivan

Chief Supply Chain Officer, Bayer Consumer Products

Sapana Talwalker

Vice President, Hardware Operations, Toast

Shouqiao Wang

PhD Candidate, DRO Division, CBS

Assaf Zeevi

Kravis Professor of Business, DRO Division, CBS

Wenxin Zhang

PhD Candidate, DRO Division, CBS