

From: [Dinah Towle](#)
To: [Dinah Towle](#)
Subject: CSCM presents: After 5's with Damian Beil, 20.2.25
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Importance: High



Design for Supply: Linking product development and supply chain functions for assurance of supply

Recent supply chain disruptions have motivated firms to look for proactive ways to mitigate their supply risk. Design for Supply is an approach whereby supply risk management is integrated into product development processes. During this talk, we'll explore how long-term supply risks can be exacerbated by well-intended product design decisions, see how leading firms combat these risks through cross-functional collaboration, and discuss risk management layering strategies and business case development. If time allows, we'll touch on research done in partnership with a major automotive company designed to help their product development staff work better with supply chain, using behavioural decision-making experiments in a controlled laboratory setting.

Event details

Date: Thursday, 20 February 2025

Time: 4.30 pm Registration; 5 pm Presentation followed at 6 pm by networking

Venue: Room 040B, Level 0, Sir Owen G Glenn Building, 12 Grafton Road, Auckland (parking available beneath the building)

Please register here <https://cscm-feb-2025.eventbrite.co.nz> (for catering purposes)

About Damian Beil

Damian Beil is the Area Chair for the Technology & Operations group at the University of Michigan Stephen M. Ross School of Business, USA, and is currently on sabbatical at the University of Auckland. At Ross he teaches executive education custom courses and MBA courses on operations management and strategic sourcing. He has collaborated widely with companies, in industries including automotive, aerospace, healthcare, electronics, and retail. In his research, Beil develops mathematical models to analyze complex problems in sourcing. His primary research interests are in strategic sourcing, supply chain management, and market design across a variety of settings and industries and he serves as an Associate Editor for several leading journals. Prior to joining Michigan, Beil received a BA in Mathematics from New College and a PhD in Operations Research from M.I.T.

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If you would like to be added to our Invitation list, please email Dinah Towle: d.towle@auckland.ac.nz

For more information please contact: Dinah Towle d.towle@auckland.ac.nz

Best regards,

The CSCM Team

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