

# 6th Educators' Summit 2014

## **Future Engagement, Boundless Opportunities**

**21<sup>st</sup> March 2014 . 9am to 5pm . NTUC Centre Auditorium, One Marina Boulevard, Level 7**

### **Bio-data**

**Prof Keith Carter, Adjunct Associate Professor**

NUS Business School

Moderator

Keith Carter lectures, writes, invents, and mentors from industry and corporate experience. He teaches both Executive Education and Undergraduate Purchasing and Materials Management. He also delivers results by leading several industry/academic Big Data and S&OP projects in retail, high-tech, transportation, and chemicals.

He is Visiting Senior Fellow of Decision Sciences at the NUS Business School.

From 1999 to 2012 Keith worked for the Estee Lauder Companies, Global Supply Chain Center of Excellence, tasked to lead the strategic and tactical supply chain operations of global multi-plants to improve the overall performance of the company. Keith has established and lead Global Supply Chain initiatives: Supply Chain Intelligence, Knowledge Management, Transformation Governance, and Data Management. All to achieve end-to-end supply chain visibility.

Representative achievements at Estee Lauder:

- Sales & Operations Planning(S&OP): Protected \$40 million in sales by visualizing, planning errors and sales opportunities. Provided visibility end-to-end supply chain risks within hours of global catastrophes.

- Cash Management: Reduced Cash-to-Cash cycle time by 5 days on annual spend of \$1.8 Billion by reducing purchasing lead-times in all commodities. Freed up \$25 million in cash.
- Purchasing Capabilities and Improvements: Contributed to Cost of Goods (COGS) reduction of 26% to 22% (\$300 Million saved) via Supplier Relationship Management (SRM). Used SAP, EDI, and Web with 900 suppliers.
- Built Supply Chain Capabilities: Created Materials Management University at Estee Lauder with 6 months of course work for Directors and Managers which taught supply chain principles and their application to real-life situations.
- Team Development and Mentoring: Sponsor/creator of first Communities of Practice; Established practical staff on-boarding, regular training on external best practices, encouraged industry involvement, provided career planning and development.

International Speaker Keith is an international speaker recognized to speak on Supply Chain Strategy, Big Data, Intellectual Property, Data Security, Competitive Intelligence, Purchasing Best Practices. He spoken :

- Gartner Business Intelligence
- Terrapin's Supplier Chain conferences in Singapore and Chicago, Eye For Transport in Singapore and Chicago, , 600 minutes Supply Chain Conference, Gartner, APAC Life Sciences Supply Chain Summit, and many more.

From 1995 to 1998 Keith Carter worked as a consultant for Andersen Consulting in New York, now known as Accenture. His clients included: Goldman Sachs, St Paul Re-Insurance, NY State, and Smith Barney.

Keith holds an MBA from Cornell University and a Bachelor's degree in Electrical and Computer Systems Engineering from Rensselaer Polytechnic.

International Speaker and Writer

- "Designing For Supply Chain" Beauty Packaging Magazine 2010
- "Big Data, what's the big deal", "Increased Customer Engagement" in Business Times and NUS Thinkbusiness Magazine 2013
- "Make The Customer Happier Using Big Data" Business Times and NUS Thinkbusiness Magazine 2013

12<sup>th</sup> Feb 2014