
International Closed Loop Supply Chain Conference

March 30 · 31, 2012 Zaragoza, Spain

PAVEL MISIGA

ZARAGOZA. LOGISTICS CENTER

Head of Unit, Sustainable Production and Consumption, Directorate-General for Environment, European Commission

A graduate of Comenius University, London School of Economics and Princeton University, he worked as an environmental consultant and a government official in his home country Slovakia.

He served as a director at the Ministry of Environment and advisor to the State Secretary for the Environment. During Slovakia's EU accession negotiations he represented his country in the negotiations on environmental issues. He joined the European Commission in 2003.

During the period 2003-2006 he was responsible for the implementation of environmental projects financed by the Cohesion Fund. Since 2006 he has been the head of the Environment and Industry unit and later the Sustainable Production and Consumption Unit. He is currently responsible for the development and implementation of Sustainable Consumption and Production policies.



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ERNST W. HOESTRA

ZARAGOZA. LOGISTICS CENTER

CEO, Cycleon

Ernst began his career at KPN, the Dutch national telephone company. He then moved to TNT, where he filled a variety of roles in both the Post and Express Divisions including: Strategic Purchasing, Marketing, Corporate E-Business Projects, and Postal Operator Projects. His last role at TNT was Global Industry Director Postal in the Express Division's Global Account Management department. By the end of 2006 he moved to Pitney Bowes International to become the Vice President Postal Solutions, leading the business development for the sector in the European and Asian markets.

Ernst Hoestra joined Cycleon in February 2009 as COO, responsible for managing the physical logistics network and IT of the company. His experience in cross-border operations coupled with his in-depth knowledge of the European logistics market were key factors for his success as COO.

As of January 2010, Ernst has been appointed the new CEO of Cycleon. He is responsible for leading an international team focussing on the profitable growth of the company by strengthening Cycleon's value proposition and enhancing customer experience. Cycleon continues to expand in delivering pan-European reverse logistic solutions.

Ernst graduated from the Erasmus University of Rotterdam and holds 4 majors in Law. In addition he was trained at INSEAD, the Rotterdam School of Management, and the Clingendael Foreign Affairs Institute. He also completed a 1 year Certified Financial Management education at the Amsterdam University.



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KIEREN MAYERS

ZARAGOZA. LOGISTICS CENTER

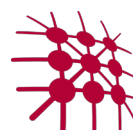
Head of Technical Compliance, Sony Computer Entertainment, Europe

Kieren Mayers is Head of Technical Compliance at Sony Computer Entertainment Europe, and also an Executive in Residence at the INSEAD Center for Social Innovation. He has over 18 years experience in environmental management and an Engineering Doctorate in Environmental Technology, and has published a number of articles on producer responsibility in practice.



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BERIL TOKTAY

ZARAGOZA. LOGISTICS CENTER

Georgia Tech

Beril Toktay is the Nancy J. and Lawrence P. Huang Professor of Operations Management. Her research focuses on sustainable operations, has been funded by several National Science Foundation grants and has received distinctions such as the 2010 Brady Family Award for Faculty Research Excellence, and first prize in the 2005 and 2006 POMS Wickham Skinner best unpublished paper competitions. Her research articles have appeared in Management Science, M&SOM, Operations Research, and Production and Operations Management. Professor Toktay is Area Editor (Environment, Energy and Sustainability) for Operations Research, Associate Editor for Management Science, M&SOM, and Production and Operations Management, and Co-Editor of the M&SOM Special Issue on the Environment. She currently serves as the Executive VP and President-Elect of the M&SOM Society, and the VP of Finance of the POM Society. Professor Toktay has taught Supply Chain Management courses at the PhD, MBA, and Executive Education levels, as well as Operations Management and Operations Research courses at the PhD level.

She has developed cases and pedagogical material for MBA and Executive Education audiences. She currently teaches MBA and executive education courses on Business Strategies for Sustainability.



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RAVI SUBRAMANINAN

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Georgia Tech

Ravi Subramanian is an Assistant Professor of Operations Management at the College of Management, Georgia Tech. His research interests are at the intersections of operations/supply chain decisions and the environment and can be classified into three categories: (1) strategic responses to environmental legislation in supply chains; (2) closed-loop supply chain management and (3) greenwashing and the market value of environmental efforts.

Ravi's work has been published in Journal of Industrial Ecology, Journal of Operations Management, Production and Operations Management, and Manufacturing and Service Operations Management, and has been cited in articles in Bloomberg BusinessWeek, Forbes, Reuters, and Yahoo Finance, among others. A paper based on his dissertation research won the second prize at the 2004 INFORMS MSOM student paper competition.

Ravi currently teaches the core operations management course in the full-time, evening, and executive MBA programs, and a doctoral-level course on environmental operations. He is also currently engaged in NSF-funded collaborative work with UrjaNet, which is a Georgia Tech Advanced Technology Development Center (ATDC) startup offering solutions in the Energy domain. He has prior business experience in operations strategy, manufacturing planning, and supply chain management.



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LAURA KOPCZAK

ZARAGOZA. LOGISTICS CENTER

Zaragoza Logistics Center

Laura Kopczak is an Adjunct Professor of Supply Chain Management at Zaragoza Logistics Center, a field in which she has over twenty-five years of teaching, consulting and industry experience. Her current focus is on humanitarian and global health supply chains. Laura works half time with the MIT-Zaragoza Program and half time directly with organizations such as MSF, IFRC, Save the Children, UN-HCR, UNICEF, UN WASH cluster, GAVI, PSI, JSI, the Rockefeller Foundation, Bill and Melinda Gates Foundation and Fritz Institute.

Laura obtained her MBA from Columbia Business School, her MS in Operations Research from Columbia University School of Engineering and her PhD in Industrial Engineering and Engineering Management from Stanford University. Her strength is her ability to combine clear thinking, a quantitative approach and strong writing skills to analyze supply chain issues and convey insights to motivate action.

Until recently, Laura worked as a professor at Stanford University and as one of three co-directors of the Stanford Global Supply Chain Management Forum. Dr. Kopczak has lived overseas in Japan, France and Spain and has taught courses on Supply Chain Management in Switzerland, the Netherlands, Hong Kong and Spain. Previous to pursuing an academic career, she worked for ten years at Hewlett-Packard Company in a variety of individual and management positions.



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CARLOS RICO

ZARAGOZA. LOGISTICS CENTER

Head of Business Solutions, South Europe, at Nokia Siemens Networks

Carlos Rico currently heads the Efficiency & Quality business practice of the European division of Nokia Siemens Networks (NSN), the world's specialist in mobile broadband. Prior to that and also with NSN, Carlos has led several technology businesses in Spain, China, Turkey, Africa and the Middle East, living with his family in these locations for a number of years. Carlos holds a Telecom Engineering degree from Madrid's Politécnica University and an Executive MBA from the IESE.



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LUK VAN WASSENHOVE

ZARAGOZA. LOGISTICS CENTER

INSEAD

Professor Van Wassenhove's research and teaching are concerned with operational excellence, supply chain management, continual improvement and learning. His recent research focus is on closed-loop supply chains (product take-back and end-of-life issues) and on disaster management (humanitarian logistics). He holds editorial positions for several journals e.g. for Production and Operations Management. He publishes regularly in Management Science, Production and Operations Management, and many other academic as well as management journals (like Harvard Business Review and California Management Review). He is the author of many award-winning teaching cases and regularly consults for major international corporations. In 2005, Professor Van Wassenhove was elected Fellow of the Production and Operations Management Society (POMS). In 2006, he was the recipient of the EURO Gold Medal for outstanding academic achievement. In 2009 he was elected Distinguished Fellow of the Manufacturing and Services Operations Management Society (MSOM), and received the Lifetime Achievement Faculty Pioneer Award from the European Academy of Business in Society (EABIS) and the Aspen Institute.

Professor Van Wassenhove is the incoming president of the Production and Operations Management Society. In 2011 he was elected member of the Royal Flemish Academy of Sciences and he holds the Francqui Chair at the Université Catholique de Louvain. Before joining INSEAD he was on the faculty at Erasmus University Rotterdam and Katholieke Universiteit Leuven. At INSEAD he holds the Henry Ford Chair of Manufacturing. He also created the INSEAD Social Innovation Centre and acted as academic director until September 2010.



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FERNANDO MONZÓN

ZARAGOZA. LOGISTICS CENTER

General Manager 3Lemon

Advertising executive and engineer. Currently manager of the advertising agency: 3Lemon; he collaborates in exciting projects and gives lectures in various universities.

An expert in the fields of “guerrilla” marketing, experimental packaging, high impact campaign launches, online reputation and singular project management.

His professional life is divided between communication and teaching, together with creating, planning and executing singular projects.

His career path started in the world of automotive multinationals. For nine years he worked as an engineer, first for General Motors, followed by Michelin, setting up manufacture and logistic centers in The Netherlands, France, Italy, Argentina, Brazil and the United States. With the turn of the century he also turned his career path.

A wargame, history and film enthusiast, he has written the graphic novels “Agustina” (March 2009) and “Martín, almogávar” (January 2010) and the imminent publication of “Radikal Marketing”, a useful handbook on resolving problems using advanced “guerrilla” marketing techniques, is expected for 2012.

Currently his business is expanding from Zaragoza to Madrid, Buenos Aires, París, the United States and Shanghai. He cites among his current clientele: Starbucks, Nokia, several banks, Telepizza and Coca-Cola.



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MARK FERGUSON

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University of South Caroline

Mark Ferguson is the Wilbur S. Smith Professor of Management Science in the Moore School of Business at the University of South Carolina. Prior to 2011, he was the Steven Denning Professor of Technology and Management at Georgia Tech.

He received his PhD in Business Administration, with a concentration in Operations Management from Duke University in 2001 and holds a BS in Mechanical Engineering from Virginia Tech and an MS in Industrial Engineering from Georgia Tech. Dr. Ferguson's research interests involve many areas of supply chain management including supply chain design for sustainable operations, contracts that improve overall supply chain efficiency, pricing and revenue management, and the management of perishable products. Two of his papers have won best paper awards from the Production and Operations Management Society and several of his research projects have been funded by the National Science Foundation.

He is the co-editor of the book: Closed Loop Supply Chains: New Developments to Improve the Sustainability of Business Practices. He currently serves as the president of the POM's Supply Chain College, the chair for the INFORMS Revenue Management and Pricing Section. Prior to becoming a professor, he had five years of experience as a manufacturing engineer and inventory manager with IBM.



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MICHAEL GALBRETH

ZARAGOZA. LOGISTICS CENTER

University of South Caroline

Michael Galbreth is an Associate Professor of Management Science in the Moore School of Business at the University of South Carolina. His research interests include sustainable business practices, the business impact of emerging technologies, and the interface between operational and marketing decision-making. He received his Ph.D. from Vanderbilt University in 2006 and has been awarded a Fulbright Scholarship for his research on remanufacturing and CLSCs. He currently serves as the Vice President of Membership for the POMS College of Sustainable Operations.

His work has been accepted for publication in Production & Operations Management, Marketing Science, MIS Quarterly, Interfaces, and others. Prior to returning to academia, he was a manager in the Atlanta office of KPMG Consulting.



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ATALAY ATASU

ZARAGOZA. LOGISTICS CENTER

Georgia Tech

Atalay Atasu is an Assistant Professor of Operations Management at Georgia Tech College of Management. He earned a Ph.D. in Management from INSEAD in 2007. His research is on sustainable operations management, with particular focus on product recovery economics and take-back legislation. His research has been published in Management Science, Production and Operations Management, and California Management Review. He is a Senior Editor for POM and is currently co-editing a special issue on Extended Producer Responsibility for the Journal of Industrial Ecology.



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VEDAT VERTER

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McGill University

Vedat Verter is Professor of Operations Management, Director of NSERC CREATE Program on Healthcare Operations & Information Management and Co-Director of the McGill MD-MBA Program. Dr. Verter's research interests include supply chain design, sustainable operations, transportation risk and healthcare operations management. He has published over 40 papers in leading journals including Management Science, Operations Research, Production and Operations Management (POM) and Transportation Science.

He has also contributed to several books in his fields of expertise. Dr. Verter served as a vice president of the POMS Sustainable Operations College as well as Co-Chair of the 10th CLSC Workshop that was held in Montreal. He is Editor-in-Chief of Socio-Economic Planning Sciences and a Senior Editor of the Sustainable Operations Department of POM.



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