



## WHY ATTEND

Advance your knowledge of Demand Driven principles, uncover new best practices, learn from your peers, and hear transformational success stories from our customers, channel partners, and The Demand Driven Institute. Learn how customers are achieving breakthrough improvements through the application of DD Tech solutions, and have valuable networking opportunities with supply chain leaders.

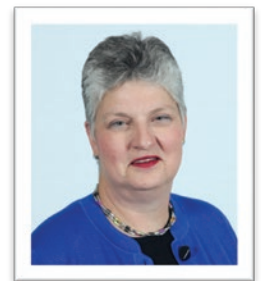
## WHO SHOULD ATTEND

- DD Tech Customers
- Companies who want to achieve best in class service levels while optimizing inventory performance
- Channel Partners

## CALL FOR SPEAKERS

The Summit will highlight a range of customer testimonials along with topic presentations related to the Demand Driven movement and DD Tech solutions. If you would like to speak, please let us know.

## KEYNOTE SPEAKERS



**Carol Ptak**  
Demand Driven Institute



**Debra Smith**  
CMG



**David Cussac**  
Michelin

**175€**

**CLICK HERE TO  
REGISTER NOW!**

- Register by May 16, 2018 for early bird pricing
- Registration includes reception, all meals, and access to the conference sessions.
- Partners, ask about our special promo code.

[ddtechuserconference.eventbrite.com](http://ddtechuserconference.eventbrite.com)

# SCHEDULED SPEAKERS



## **Carol Ptak, Demand Driven Thought Leader**

Carol Ptak is currently a partner with the Demand Driven Institute. A leading authority in the use of ERP and Supply Chain tools to drive improved bottom line performance, Ms. Ptak's expertise is well grounded in four decades of practical experience as a successful practitioner, consultant and educator in manufacturing operations. Her pragmatic approach to complex issues and dynamic presentation style has her in high demand worldwide about how to leverage these tools and achieve sustainable success.



## **Debra Smith, Partner at Constraints Management Group**

Debra is the co-founder and Managing Partner of Constraints Management Group (CMG) and a co-founder of Demand Driven Technologies. CMG is a services and technology company specializing in integrated pull-based manufacturing, materials and project management systems for mid-range and large manufacturers and their supply chains. Together with her partners (past and present), CMG is responsible for and continues to lead much of the development and practical application of the methodology, processes and software development known as Demand Driven MRP, Demand Driven Scheduling and Execution, aka the Demand Driven Operating Model. She is the author and co-author of 4 books including Demand Driven Performance – Using Smart Metrics, which is the foundation for the Demand Driven Adaptive Enterprise Model.



## **David Cussac, DDMRP Group Project Manager**

A graduate of Engineer Ecole Centrale Paris with over 20 years of experience in Logistics & Supply Chain at Michelin. Since January of 2017 David has been in charge to pilot, build & deploy the DDMRP process at Michelin with a focus on finished products.



## **Manuel Castro Hermida, CDDP Instructor, CMG**

Manuel graduated from Industrial Engineering from Universidad de Vigo and attended Avraham Y. Goldratt Institute Academy (New Haven, USA), where he became an Expert in all of the TOC applications in 1996. He has been 20+ years assisting 100+ companies improve their bottom line results as Managing Partner at CMG Consultores. He became the first European CDDP and CMG Consultores the pioneer in DDMRP implementations in Europe.



## **David Poveda, Director, Flowing Consulting**

David is a management and operations consultant with 20 years experience in Latin America. David was the pioneer in implementing DDMRP down to the retail level and developed a comprehensive model for these environments that was included as an Appendix in the latest book by Carol Ptak and Chad Smith. He has led more than 20 DDMRP implementations in FMCG, pharmaceutical, plastics, textile and other industries.



## **Nicolas Grandpierre, Peugeot Saveurs**

Nicolas has 27 years of experience in engineering, production and supply chain management roles, in automotive and luxury goods, for companies like Faurecia and Richemont. He has a deep, practical knowledge of MRP and Lean best practices, and he joined Peugeot Saveurs to lead the improvements of the DDOM that has been implemented in 2015.



## **Ander Echeverria, Production Planning Engineer at INDAUX**

As the Production Planning Engineer for Indaux, Ander is responsible for DDMPR implementation and stock and process flow control. Ander has an Industrial Engineering degree and a Masters degree in automotive production management from the University of Navarra.



**Xabier Ruiz Martin, Planning Engineer at INDAUX**

As planning engineer, Xabier’s main responsibility is the assurance of the commitment dates agreed with clients, based on the use and modeling of the DDMRP planning system. Xabier has an engineering degree in Industrial Organization and a Masters degree in automotive production management.



**Xabier Tudanca, Procurement and Logistics Manager at SATUERCA**

Xabier has been the Procurement and Logistics Manager at SATUERCA since 2012. He is an Industrial Engineer specializing in Mechanics and Industrial Organization.

# CONFERENCE AGENDA

## THURSDAY, JUNE 7, 2018

9:00 am	Introduction
9:15 am	Keynote Presentation 1
10:15 am	Customer Case Study
10:45 am	Break
11:00 am	Customer Case Study
11:30 am	Customer Case Study
12:00 pm	Lunch
1:00 pm	Keynote Presentation 2
2:00 pm	Customer Case Study
2:30 pm	Customer Case Study
3:00 pm	Break
3:15 pm	Customer Case Study
3:45 pm	Customer Case Study
4:15 pm	DD Tech Update
4:45 pm	Break
7:00 pm	Cocktail Reception
8:00 pm	Dinner

## FRIDAY, JUNE 8, 2018

9:00 am	Introduction
9:15 am	Keynote Presentation 3
10:15 am	Customer Case Study
10:45 am	DDMRP Best Practices
11:15 am	Customer Case Study
12:00 pm	Lunch
1:00 pm	Closing Panel Discussion
2:00 pm	Final Thoughts - Conclusion

**PARTNERS!**  
*Ask about our special promo code*

**REGISTER TODAY!**

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If you would like more information or have a question, please contact us at [UserConference@DemandDrivenTech.com](mailto:UserConference@DemandDrivenTech.com)