

# Executive MBA Master Class

11th - 13th  
December  
**2017**

Archamps, France



**LATEST DEVELOPMENT IN  
PURCHASING**

**3-day lectures led by top academics and executive and followed by our 2-day Annual Purchasing Conference**

The module is held in Archamps, near the international city of Geneva, and welcomes our students from both France and China campuses, as well as EIPM alumni and other guests.



## Prof Dr Malcolm McDonald

Chairman of Malcolm McDonald Consulting, Cranfield University School of Management, Oxford University London, United Kingdom

Until 2003, Professor Malcolm H.B. McDonald was Professor of Marketing and Deputy Director of Cranfield University School of Management, with special responsibility for e-Business. He is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has a Doctorate from Bradford University and from Plekhanov University of Economics in Moscow. Malcolm has extensive industrial experience, including a number of years as Marketing and Sales Director of Canada Dry. Until the end of 2012, he spent seven years as Chairman of Brand Finance plc.

He spends much of his time working with the operating boards of the world's biggest multinational companies, such as IBM, Xerox, BP and the like, in most countries in the world, including Japan, USA, Europe, South America, ASEAN and Australasia. He has written forty six books, including the best seller "Marketing Plans; How to Prepare Them; How to Use Them", which has sold over half a million copies worldwide. Hundreds of his papers have been published.

Apart from market segmentation, his current interests centre around the measurement of the financial impact of marketing expenditure and global best practice key account management. He is an Emeritus Professor at Cranfield and a Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools. In 2006 he was listed in the UK's Top Ten Business Consultants by the Times.



## Grant Oliver

Director at 90 Day Action Plan London, United Kingdom

Grant Oliver has been involved in the software and IT services industry for over 20 years in Europe, USA, India, Middle East and Australia. He has worked as a CEO, Managing Director, Sales and Marketing Director and non-Executive Director. His background spans a range of companies from start-ups to listed software companies.

Grant has advised software and consulting companies in the Financial Services, Utilities and Healthcare sectors on acquisitions.

- Turnaround experience in both private and public companies
- Investment, M&A and Corporate Finance experience
- Advised on a £4m fund raising for a software company through venture capital and private individuals
- Non-Executive Director of a Housing Association and a Solar Energy Company

He currently acts as a mentor in the Digital Health, London Accelerator scheme coaching 30 Digital Health companies.

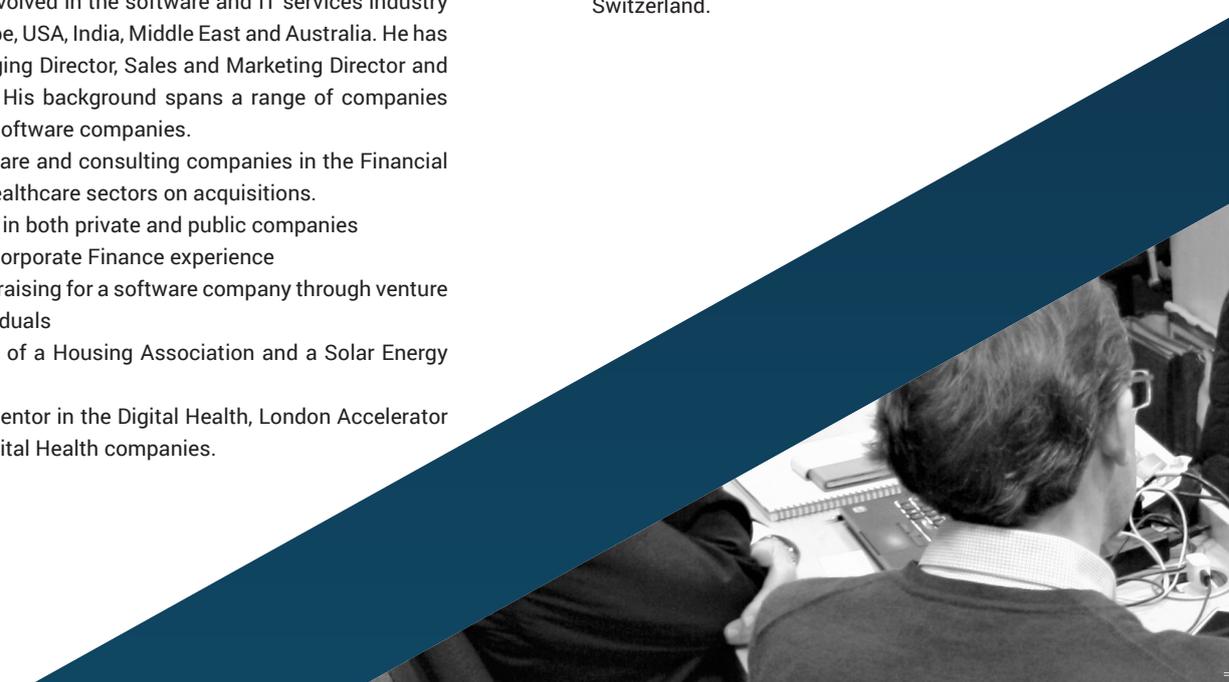


## Prof Dr Michael Henke

Head of Chair of Enterprise Logistics at TU Dortmund University and Director of this section at Fraunhofer IML Dortmund, Germany

Prof. Dr. Michael Henke completes the board of directors of Fraunhofer IML as new director of the section Enterprise Logistics and he also holds the Chair of Enterprise Logistics at the Faculty of Mechanical Engineering at TU Dortmund University. His research focus is, among others, the area of management of the Industry 4.0, Purchasing and Supply Management, Supply Chain Risk Management and Financial Supply Chain Management.

Michael Henke began his carrier studying Brewing and Beverage Technology at the Technical University of Munich (Dipl.-Ing.). He gained his doctorate and habilitation in Business and Economics at the Technical University of Munich. Michael held the Chair of Purchasing and Supply Management at EBS European Business School in Wiesbaden from 2007 to 2013. During the last year of his habilitation, Michael was also working as Senior Consultant for the Supply Management Group SMG in St. Gallen, Switzerland.





## Jean Philippe Collin

Chief Procurement Officer at SANOFI  
Paris, France

Jean Philippe Collin has a master of Electrical Engineering from Centrale SupElec in France and a PHD in Solid State Physics. After a few years in IBM in France and in the US where he had Quality and Supply Chain responsibilities, he joined Valeo and became the Procurement Officer of the Group. He then joined Thomson Multimedia and held various business and functional positions in the field of enterprise global efficiency and Electrooptical devices. He created at that time, with several multinational companies, Keymro, a Company selling procurement services to global companies.

He moved then back to the automotive industry, joining PSA Peugeot Citroen by taking over Procurement, where his function was granted the Eurostars 2006 Award for the way the suppliers partnership was transformed. He then got the position of Peugeot CEO, where he triggered the strategic evolution of the brand, moving up in term of quality, operational efficiency and brand value.

Jean Philippe joined Sanofi, making a radical transformation of Procurement and making it a role model within the company. His function got the EIPM Best Organisation of the Year Award in 2013. He retired from Sanofi in September 2017 and he is currently developing board membership and consulting activities





## Angus McIntosh

Former regional CPO at Mars and Global CPO at Beiersdorf  
Hamburg Area, Germany

Angus McIntosh is a senior Procurement professional with 25 years' experience. He began his Procurement career at Mars, in 1992. As a buyer, Angus has covered many sourcing areas, including direct materials, commodities and media. Between 2006 and 2013, he was Procurement Vice President for Mars Petcare in Europe. From 2013 until 2017, Angus was Global Chief Procurement Officer at Beiersdorf, the maker of Nivea and other personal care brands. At Beiersdorf, Angus worked in close partnership with the CEO and the board to drive a turnaround in the performance of Procurement, starting with a radical repositioning of Beiersdorf's pricing and value expectations - tripling savings and leading directly to improved profitability of the company. Angus is a long-standing and passionate believer in both the power of excellent negotiation and the value of specialist training. He also believes strongly that Procurement must develop strategies that go "beyond the obvious" in order to win the best value and service from suppliers. He enjoys working with buyers to help them take their approach to the next level. Angus is a strong and confident communicator and a regular keynote speaker at Procurement industry conferences.



## Fayçal Rezgui

Group Purchasing and Innovation  
Manager at Poralu Marine  
Lyon, France

Fayçal REZGUI has 15 years of experience in International Project Management, Purchasing and Innovation Direction in Renault Group and Treves Group.

He decided to combine all these skills in order to create another purchasing vision in Poralu Marine, to become a Group Innovation and Purchasing Business Partner. This new vision of purchasing is focused on value creation, collective intelligence and innovation collaborative project, in order to increase the company turnover and margin instead of only reducing the cost.

He helps today other companies to transform their purchasing strategy into a global innovative ecosystem management.



## Prof Dr Hervé Legenvre

EIPM Research Director and Editor of the  
Value Creation Observatory  
Archamps, France

Prof. Dr. Hervé is an expert in the fields of innovation and business excellence. He has 15 years of experience in delivering action learning solutions to industry. Hervé oversees the EIPM Executive MBA delivered in Europe and Shanghai.

He teaches on subjects such as innovation, performance measurement, sustainability and risk management. He currently conducts research on open innovation and on the impact of the Internet of thing on procurement. He is the co-author of the EFQM framework for external resources management and of the EFQM framework for Innovation. Hervé as co-authored a book on Megatrends: Above the Clouds A Guide to Trends Changing the Way We Work, and authored the book on innovation An History of Inventors, the Anglo Saxon Trail. He has published numerous practitioners' articles and research papers.



## Monday 11th December

### 09:00 - 12:30 THE FUTURE OF KEY ACCOUNT MANAGEMENT

*Prof. Dr. Malcolm McDonald*

#### Results of 20 years of research into global best practice in developing and maintaining relationships with large customers

For many companies, a large percentage of their revenue and profits are coming from fewer and fewer major customers. The potential rewards of this approach are high, but so too is the risk of losing a large account. So for marketing and sales alike, it's vital that a successful approach to customer relationships is adopted. Professor McDonald is respected as the world leader in key account management, working with the biggest and best companies in the world in developing their key account strategies. Professor McDonald will demonstrate how suppliers can become excellent in their dealings with powerful customers, as well as how they can maximise their profits from these relationships. This will be of particular interest to purchasing professionals as the potential recipients of these kinds of approaches by suppliers.

### 12:30 - 14:00 Lunch break

### 14:00 - 18:00 HOW TO DEVELOP FINANCIALLY QUANTIFIED VALUE PROPOSITIONS

*Prof. Dr. Malcolm McDonald & Mr. Grant Oliver*

This workshop is for all senior executives in a purchasing role who are tired of the failure of their suppliers to develop financially quantified value propositions that captures their attention and their business. According to McKinsey and our own research, everyone talks about value propositions, but only 5% of organisations have them and even those that do have them don't always quantify them financially. Any supplier who can quantify financially how they can help their customers grow their profits will always succeed, no matter how difficult the market conditions are. A lot of what constitutes value from a supplier is about helping the customer to avoid disadvantage, but, much more importantly, those suppliers who can demonstrate that they will create advantage for them will be respected and there will be fewer conversations about price.

### 19:15 - 22:00 DINNER

*La Table à Raclette Restaurant - Saint Julien en Genevois  
Traditionnal French cuisine*



## Tuesday 12th December

### 09:00 - 10:15 **GETTING READY FOR THE ANNUAL PURCHASING CONFERENCE**

*Prof. Dr. Hervé Legenvre*

A few words from our Research Director on the EIPM Annual Purchasing Conference. Themes, speakers and other key-elements of this 22nd edition focusing on PURCHASING CULTURE 4.0.

### 10:30 - 12:30 **DIGITALIZATION OF PSM – PSM 4.0 (PART 1)**

*Prof. Dr. Michael Henke*

- Latest developments in Industrie 4.0 and its management at Fraunhofer IML: Managing migration by systematic implementation of digitalization in the company; towards a Social Networked Industry
- Key results from a pre-study PSM 4.0: How will Industry 4.0 impact Procurement;
- 12 thesis about the digitalization of PSM

### 12:30 - 14:00 **Lunch break**

### 14:00 - 15:30 **DIGITALIZATION OF PSM – PSM 4.0 (PART 2)**

*Prof. Dr. Michael Henke*

- Blockchain, Smart contract and Smart finance: Why inclusive Supply Chain Finance (iSCF) matters;
- Blockchain and Smart Contracts as Enabler for Autonomous and Digitized Financial Supply Chain Management

### 15:45 - 18:00 **THE VALUE HAS MORE IMPORTANCE THAN THE PRICE**

*Mr. Fayçal REZGUI*

Are you ready to transform your purchasing reduction cost role to an innovative purchasing business partner role? Are you ready your to transform your KPI's to an P&L? «The value has more importance than the price». We will share around examples and returns of experience the impact of purchasing organisation could have, when the mindset is changing: pass your time to increase the global value instead of reducing the price.

### 19:15 - 22:00 **DINNER**

*TAuberge d'Archamps - Archamps*

## PRACTICAL INFORMATION

Lectures take place in "Giffre" amphitheatre of Chosal Domain, at Archamps Technopole. We will all gather at the EIPM offices, before heading to chosal. Coffee breaks will be hosted by EIPM, in the cafeteria area.

Your contact:

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## Wednesday 13th December

### 08:30 - 12:30 ADDRESSING GOLDEN SUPER STRATEGIC CATEGORIES

*Mr. Angus McIntosh*

Angus will take the group through some of the major strategic shifts and trends which he has experienced in the market for critical commodities and services, and how these shaped not only procurement strategy but the wider business. He will then look at the pros and cons of different ways of assessing procurement performance which he has used. What they are for, why they work and why every measure has both intended and unintended consequences for Procurement and for the business. At regular intervals during the Master Class, Angus will involve the entire group by posing a provocative question allowing some time for reflection and then hosting a lively and inclusive debate on the different views in the room.

### 12:30 - 14:00 Lunch break

### 14:00 - 18:00 THE SANOFI TRANSFORMATION SHOW

*Mr. Jean Philippe Collin*

**Procurement as a transforming agent or how to amplify its value creation but also be a transforming agent for the whole company.**

- About Sanofi
- Procurement Fact & Figures
- Procurement Journey
- Organization & Operating Model
- Category Management
- Procurement Tools
- Talent Development
- Risk Management, CSR & Ethics

**THANK YOU FOR YOUR PARTICIPATION!**





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