



## **Yonsei University School of Business Global Supply Chain Leadership Forum**

### **What Does Demand-Driven Supply Network Look Like?**

**Mr. Kevin O'Marah, Chief Strategy Officer, AMR Research, Boston**

**2PM, April 2, 2008**

**Cypress Room, Sangnam Institute of Management**



As chief strategy officer for AMR Research, Kevin O'Marah brings a unique blend of intellectual prowess, practical business experience, and energy to AMR Research's clients. During his nearly seven years with the firm, Kevin has worked with hundreds of companies on manufacturing, product lifecycle management (PLM), and supply chain strategy. Kevin launched AMR Research's PLM practice, and is a seminal author on PLM, having been included in over 100 articles defining the application's footprint, business impact, and market dynamics. He has also contributed to the firm's definition and coverage of demand-driven supply networks (DDSN), having authored several reports, including the AMR Research Supply Chain Top 25, defining the link to business operating metrics. He was named an AMR Research Fellow in 2002.

Prior to joining AMR Research, Kevin worked on supply chain projects in a variety of industries including telecommunications, semiconductors, and chemicals. As a vice president at Oracle Corporation, Kevin focused on supply chain and product data management strategy. He spent several years with Gemini Consulting, now part of Ernst & Young (GCE&Y), working with manufacturing companies on supply chain and product strategy. He worked with Mercer Consulting in London and Company Assistance Limited in Warsaw earlier in his career. A graduate of Boston College, Oxford University, and Stanford Business School, Kevin frequently speaks at industry events and executive conferences, where he is noted for his dynamic and engaging style. He is a widely published author and has been quoted in numerous business publications including *The Financial Times*, *Fortune*, *BusinessWeek* and *The Wall Street Journal*.

For his most recent interview with CNBC, visit the following link: [www.amrresearch.com](http://www.amrresearch.com)

For more information regarding the event, contact Daesik Hur at [dhur@yonsei.ac.kr](mailto:dhur@yonsei.ac.kr)

## 연세대학교 - 신촌캠퍼스



지하철 - 지하철 2호선 신촌역 3번 출구로 나와서 도보(20분 소요) 또는 지선 버스(7024) 승차하여 이대 후문에서 하차

버스 - **지선버스** 6711, 6712, 6714, 7014, 7015, 7017, 7020, 7613, 7712, 7720, 7725, 7726, 7727, 7728, 7024, 7737, 서대문04, 서대문05  
**간선버스** 163, 170, 171, 172, 270, 272, 370, 470, 427, 601, 606, 700, 750, 751  
**광역버스** 9600, 9601, 9602, 9702, 9704, 9706, 9708, 9713