

## **Implementing a “Value-Based” Supply Chain Management Approach**

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As the old axiom says, it is not just important to “do things well” but also to “do the right things.” The ability to align supply chain management priorities with the overall value proposition is an important competitive advantage in today’s business world. Understanding what customer’s value most, identifying those supply chain drivers that maximize these values, and maintaining focus are keys to achieving a sustainable competitive advantage. This session will provide you the knowledge and tools to better align supply chain management with your firms’ value proposition.

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**Biography:**

Alan Milliken is a member of BASF Corporation's Business Process Solutions group. Alan has over 20 years experience in manufacturing including production, logistics, quality & process control, industrial engineering, operations planning, and operator training. During the past 12 years he has served as a business consultant and educator specializing in supply chain & operations management. He holds an engineering degree from Auburn University and an MBA from Clemson University.