



# PRESS KIT



# About Bram Desmet



## Publications

In 2018, Bram published his first book which describes how financial metrics provide insights into how supply chain, strategy and finance are interlinked; “Supply Chain Strategy and Financial Metrics”. As a follow-up to his first publication, Bram has written a second book called: “The Strategy-Driven Supply Chain” which was released beginning of May 2021.

## Contact

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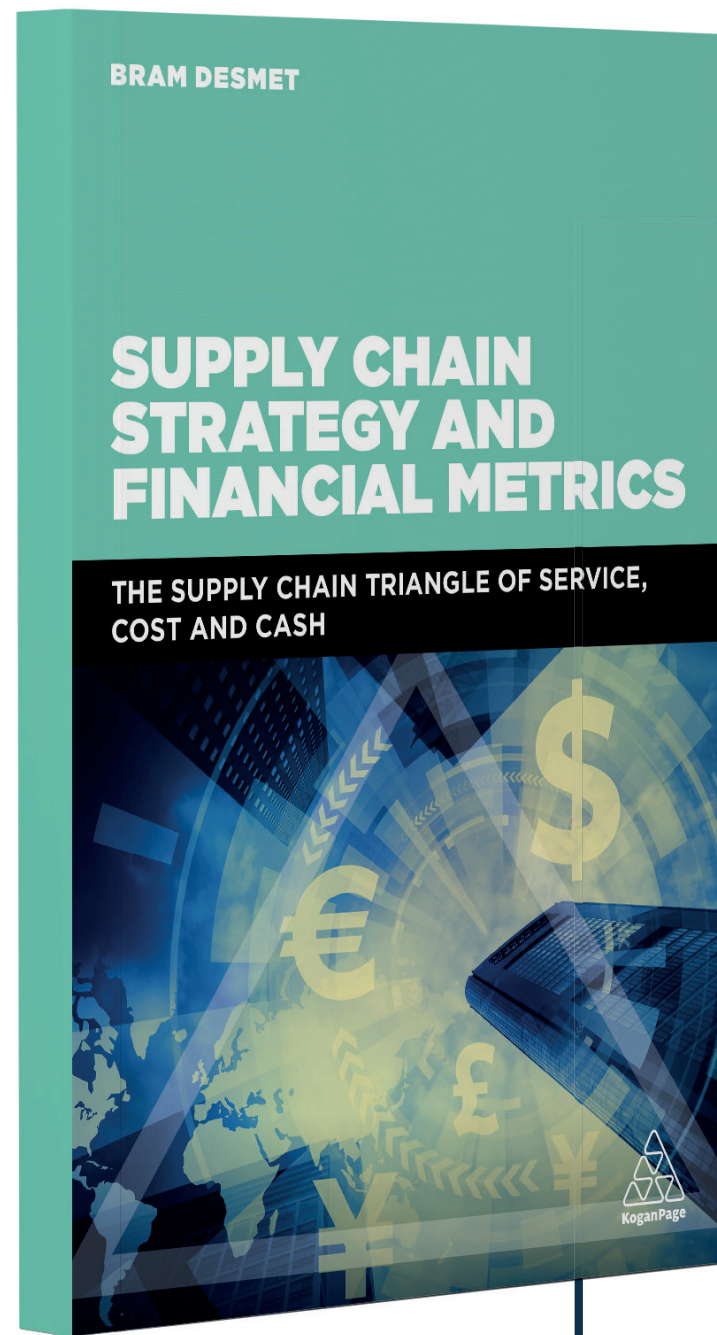
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Prof. dr. Bram Desmet is the CEO of Solventure, Strategy driven S&OP is their core value and most importantly they're the European implementation partner of Arkieva.

Besides running his own business, he is a professor of operations & supply chain at the renowned Vlerick Business School in Ghent, Belgium, and is also a guest lecturer at Peking University.



# About the books



## Book 1

**Title:** Supply Chain Strategy and Financial Metrics

**Author:** Bram Desmet

**Publisher:** Kogan Page

**Release Date:** May 2018

Available at Kogan Page webshop  
and all major print and e-book  
retailers

“This book is a milestone in the evolution of supply chain planning literature. It presents a comprehensive methodology for connecting supply chain improvements to business performance, a topic that has not been often addressed. I would recommend this book as a must-read to all supply chain practitioners.”

– Harpal Singh, CEO, Arkieva



## Book 2

**Title:** The Strategy-Driven Supply Chain

**Author:** Bram Desmet

**Publisher:** Kogan Page

**Release Date:** May 2021

Available at Kogan Page webshop  
and all major print and e-book  
retailers

“Getting the fundamentals of your supply chain strategy right is more important than ever. Desmet connects the ‘magic triangle’ with consumer and customer, business and supply chain strategy in a unique and consistent way.”

– Dirk Holbach, CSCO Henkel Laundry & Homecare

# How can Bram help you?



## In Company Keynote

🕒 Min 2h, max ½ day

💰 Up to 5.000 euro (excl. travel)

### Topics:

- › The Supply Chain Triangle: framework & dynamics
- › Strategy-Driven Supply Chain: choosing or losing
- › The relevance of Supply Chain to the success of the company
- › ReThink Supply Chain: the new role of supply chain



## In Company workshops

🕒 starting from one-day training sessions

💰 starting from 7.500 euro (excl. travel)

### Topics:

- › The Supply Chain Triangle: understanding and analysing ROCE
- › Linking Strategy, Finance and Supply Chain by using Strategic Benchmarking
- › Strategy-Driven Supply Chain Design
- › Integrated Value Planning and Execution



# Possible interview questions

- › What's the book about?
  - › The supply chain triangle of service, cost and cash. Where does it come from? How do you use it?
  - › The latest book is called 'the strategy-driven supply chain'. What are the key concepts from that book?
- › What drove you to write?
- › Who is this book for?
- › What is your view on the past 20 years of supply chain management? Is supply chain management as a profession in good shape?
- › Are manufacturing companies ready to hit the next wave of supply chain management?
- › How do you see the role of supply chain evolving towards the future?
- › The view you bring is that of a profession that is still struggling to grow up and mature. How do recent challenges such as the shortages of raw materials and components, high prices for transport, sustainability, digitalization affect supply chain as a profession.
- › You talk about Integrated Value Planning & Execution (IVP&E) as a next step, beyond S&OP and beyond IBP. Can you tell a bit more about that?
- › What have you learned as you wrote these books?