

# Supply Chain Management in a VUCA world

MCE Executive Updates are interactive events on key business topics.

VUCA, an acronym coined in 1987 by the US Army War College to describe the **volatility, uncertainty, complexity** and **ambiguity** conditions at the end of the Cold War, has crossed the military borders to become a managerial trendy topic to describe how crazy the new market paradigm we must deal with.

Network complexities from globalization, reshaping demographic and ecological trends, evolution of customers' requirements and preferences, need for understanding the impact and risks of new digital resources, or just switches in the priority of managerial KPIs, continuously modify the dynamics of change.

That is why Supply Chain Management is consistently rising its relevance in many organizations. The capability to orchestrate all that complication into a fast but economically effective response to customers has become a key enterprise boosting differentiator. Supply Chain excellence in a VUCA world is seen as a significant competitive advantage, not only to contain cost but to promote and support the top line.

## This Executive Update covers:

- What is a VUCA world and what it does mean to our supply chain management
- Current trends and forces shaping our near future supply chain
- Concrete recommendations for how to lead in a VUCA world
- Good decisions drive good results. Decision making processes in our organizations
- Open forum, including a discussion or your questions, experiences and ideas

## This Executive Update is perfect for:

Supply Chain Professionals in international companies and organization.

## Practical information

€ 2,500

Contact us for your next Executive Update organized at your company.



Hosted by:

**MCE's Supply Chain  
Management Expert at the  
event will be Juan Carlos  
García**

Juan Carlos is a seasoned executive with 20+ years of experience in both consulting and industry domains, holding senior accountability on business development, organization readiness and financial results. Juan Carlos has developed his expertise in Supply Chain advance decision making process, including inventory optimization, sales and operations planning, operational efficiency, and supply chain financial performance projects.