

About the participants ...

NEIL HOOPER

Group Vice President, Demand and Revenue Management Solutions
Manugistics

Neil Hooper leads Manugistics' efforts to build its next-generation demand and revenue management business. Designed to help clients offer the right product to the right customer at the right price, these solutions are targeted at highly competitive industries: retail, CPG, travel, transportation and hospitality, high technology, and industrial.

With extensive expertise in business process strategy and the Technology of supply chain management, Hooper has helped design, implement, and manage supply chains for companies that include Amazon.com, Eastman Kodak, Harley Davidson, Cisco Systems, and Kraft Foods. He holds a BS in mechanical engineering from Queen's University, Canada, and an MBA from Boston University.

JIM LANGABEER II

Executive Vice President, International Sales & Service
Demantra

Following executive assignments with Demantra's Consulting and R&D organizations, and more than a decade of senior supply chain management responsibilities (technology, logistics, operations, and planning) with global *Fortune* 500 organizations, Jim Langabeer now focuses on Demantra's international markets.

Langabeer is the co-author of *Creating Demand Driven Supply Chains* and his articles appear regularly in scholarly journals including *Supply Chain Management Review* and the *Journal of Business Forecasting*. He holds a BBA from the University of Texas, an MBA from Baylor University, and a doctorate in strategy from the University of Houston. In addition to his responsibilities with Demantra, Langabeer is on the administrative sciences faculty of Boston University.

**Third Annual
Enterprise Symposium
SHAPING AND FORECASTING
DEMAND**

*Sponsored by the
Robert H. Brethen Operations Management Institute*

9:00 A.M.	Registration
9:30 A.M.	Welcome, Dean Sandra N. Hurd
9:35 A.M.	Introduction, Professor Fred Easton
9:40 A.M.	Jim Langabeer, Demantra Q&A —Professor S.P. Raj, Moderator
10:30 A.M.	Neil Hooper, Manugistics Q&A—Professor Scott Webster
11:25 A.M.	Closing remarks, Professor Fred Easton
11:45 A.M.- 1:15 p.m.	Break for lunch
1:30- 3:00 p.m.	Mr. Hooper and Mr. Langabeer will speak informally with Whitman School faculty and PhD students on research issues and opportunities in demand management

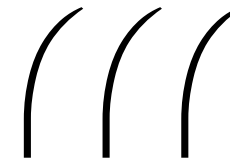
About the Brethen Institute ...

Endowed in 1988 by Robert H. Brethen '49 BS, retired CEO of Philips Industries, the Robert H. Brethen Operations Management Institute fosters the development and distribution of new knowledge about managing operating systems. In carrying out its mission, the institute supports innovative projects and conferences that strengthen the link between theory, research, and practice. Its annual Enterprise Symposium is part of a series of colloquia that bring industry executives, students, and faculty together to discuss emerging themes and leading edge products and solutions in operations and supply chain management.

**Third Annual
Enterprise Symposium**

SHAPING AND FORECASTING

DEMAND



Friday, February 27, 2004

9:30 A.M.

Whitman
SCHOOL *of* MANAGEMENT

SYRACUSE UNIVERSITY

SCHOEPFLIN AUDITORIUM
WHITMAN SCHOOL OF MANAGEMENT
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