

Operationalizing Sustainability in the Supply Chain: Widening the Net

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Session Description:

Most organizations have already discovered that there is potential ROI in sustainability, and many more organizations are looking for new ways to capture additional market share through sustainability efforts. So the question has moved from why sustainability, to how sustainability? This session provides a step-by-step approach to: 1) Create broad pathways for innovation within the supply chain, 2) Develop frameworks to mobilize additional departments, business centers, suppliers and customers for innovation and sustainability efforts, and 3) Design internal and external scans to gather additional information, support and funding to operationalize sustainability.

Biography:

Dr. Eckmann is a full-time faculty member at Brandman University Business School, with responsibility for the management program which includes sustainability, innovation and supply chain for both BBA and the MBA degrees. She also designed and has taught the leadership portion of the University of San Diego Supply Chain Management Master's Program for the past ten years. She has been awarded eight "Teacher of Impact" Awards from students in that program. Dr. Eckmann's experience includes teaching more than 2,500 Master's level students at five major universities. The courses she has taught include Management, Leadership, Ethics, Entrepreneurship, Sustainability, Innovation, Economics, Systems Thinking, Marketing Management and Organizational Behavior.

Dr. Eckmann is the owner of James L. Consulting (www.JamesLConsulting.com) and has also provided consulting services and training in supply chain leadership, decision making, ethics, personal and organizational development, supply chain innovation and sustainability to professionals in the grocery industry, consumer electronics, information technology, manufacturing and biotech fields. She is also a featured speaker and lecturer on mentoring. She was named the San Diego Business Woman Owner of the Year by the National Association of Women Business Owners (NAWBO) in 2009. Dr. Eckmann has also worked as a personnel director at three corporations, including Union Bank, Jazzercise and Raytheon Corporation; has assisted in several start-up operations and one very successful turnaround; and was the general manager of National University Virtual High School, where she established business and marketing plans and budgets, developed courseware for 120 classes, and prepared for and received the school's accreditation approval from WASC.