

**On Wednesday, May 10th, come join us for Dinner and to hear our Guest Speaker:**

**Doug Dedman**

**Presenting:**

**Uncovering the Data you didn't know you had: Integrating CRM Tools with SIOP to improve your demand plan.**

**Presentation Summary**:

Any company that has ETO, MTO, or project business should consider linking their CRM data to their S&OP process. CRM data is often the earliest signal to the organization that a sale may happen.  However just because the data is in CRM doesn’t mean that it is usable for S&OP.  Understanding how to filter and translate opportunities to meaningful information is the first step to integrating CRM and S&OP.  Starting this integration will provide a more accurate and actionable demand plan for your executive team.

 In this presentation Doug will cover the basics of Linking CRM with your S&OP process:

* How CRM and S&OP are related?
* When and why you should use CRM data to develop your S&OP plan? Understanding the necessary data elements required integrating CRM and S&OP?
* How to translate CRM data into a demand plan? Pitfalls of integrating CRM data and how to overcome them

**About the Speaker:**

 Doug Dedman has been working in S&OP in various capacities for over 10 years.  He began working at DBM in 1990 and has held positions in sales and management, but most of his career has been helping customers implement change.  In his roles as consultant, project manager, and program director Doug focused on the areas of: Order Management, Scheduling, Material Planning, Procurement and Inventory Management.  Before leaving DBM in 2012, Doug was instrumental in developing and growing the S&OP practice that has become DBM’s focus today.

Doug spent four years on the technology side of S&OP from 2012 - 2016.  Most recently as Vice President and General Manager of Global Services at Steelwedge Software.  He has also taught at Conestoga College in the School of Business, and taught various APICS courses as part of the CPIM program.   Doug received his Honours BA in Economics from the University of Waterloo, and his MBA from University of Windsor.  He is also certified in Production and Inventory Management (CPIM) with APICS. In his spare time Doug raises purebred Galloway cattle.

***When***

**Wednesday, May 10th, 2017**

From 6:30 pm to 9:00pm

**COST: $10.00 :(APICS Peel Chapter Members; Friends and Students)**

**\*\*\* Cash only (No credit cards)**

**\*\*\*Registration deadline\*\*\***

**FRIDAY March 5th,  2017**

***Where***

**Hilton Garden Inn**

**100 TRADERS BLVD.**

Mississauga, Ontario

L4Z 2H7

**To register for this event visit our website at** [**http://www.apicspeel.ca/events/**](http://www.apicspeel.ca/events/)