

# Zal Phiroz MBA, PhD

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## HIGHLIGHTS

<b>Industry Experience</b>	TELUS   Procter & Gamble   Fortune 500 CPG consulting appointments
<b>Selected Faculty Appointments</b>	University of Southern California (Marshall)   Harvard University (GSAS) Washington State University (Carson)
<b>Academic Qualifications</b>	PhD   MBA   BS (CIS Hons)   BCS   CIPM   CISCMM   CPSCM
<b>Selected Speaking Appointments</b>	TEDx South Africa   Intermodal Brazil (Keynote)   OPAL USA (Keynote) ByPi Turkey (Keynote)   UN Canada (Keynote)

## ACADEMIC APPOINTMENTS

A/Professor, Lecturer, Operations and Data Analytics <b>University of Southern California   Marshall School of Business</b>	October 2014 - Present <b>Los Angeles, CA</b>
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Developed and instructed compulsory junior and senior level Undergraduate, MS, MBA and OMBA courses within the Marshall School of Business on the subject of Consulting, Operations Management and Data Analytics for Decision Making.

- Developed content in conjunction with industry partners (Netflix, Google, Facebook etc.) allowing students to gain skills relevant to projected market needs.
- Covered regression through JMP and Excel, focusing on data analysis through clustering, classification methodology, forecasting, queueing. Applied learning through HBR cases using business scenarios on segmentation, projection and forecasting.
- Hosted executive guest speakers and industry subject experts from Google, IBM, Facebook.
- Led committees on industry development projects with industry partners including WIRED Magazine, Ora-Tech Systems, IBM.
- Initial member of the OMBA, MIBT course development and student admissions committee.
- Golden Apple Award for Teaching (2016), Deans Award for Community Development (2017).

A/Professor, Supply Chain Management, Operations Management <b>Harvard University   Graduate School of Arts and Sciences</b>	April 2013 – December 2016 <b>Cambridge, MA</b>
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Developed and instructed graduate courses within the area of Supply Chain Management and Operations. Implemented case analysis, and hosted several fortune 1000 C-suite guest speakers.

- Demonstrated case-work illustrating the practical value of decision tree modeling, logistic regression, linear programming and operations protocol.
- Initiated project collaboration through cases with Procter & Gamble, University of Windsor, Center for Purchasing and Supply Chain.
- Initiated entrepreneurship contests, ultimately leading to several successful Supply Chain related start-up ventures (e.g. piggyback.co).

## INDUSTRY APPOINTMENTS

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Founding Partner  
**Pier Consulting Group Inc.**

April 2010 - Present  
**Los Angeles, CA | Windsor, ON**

Direct collaboration with medium/large corporations on areas of sustainability, global logistics, supply chain management metrics, marketing segmentation, and forecasted demand simulation.

- Management of marketing research and data analysis on competitive markets, cluster target demographics, growth opportunities and market niches.
- Identification of target markets through various data driven approaches, synchronized with venture and fundraising efforts.
- Predictive modeling and demand projection through various forms of regression analysis in meeting cross-functional cost optimization strategies.
- Collaboration with fortune 500 corporations including Procter & Gamble, DHL, Accenture.
- Expert witness testimony/deposition and consulting within the area of product liability on topics related to consumer behavior, product differentiation and market trends.

Senior Manager, Market Planning (North America)  
**Procter & Gamble Co.**

September 2007 - March 2010  
**Cincinnati, OH | Toronto, ON**

Managed national and international supply chain projects across the entire Procter & Gamble product portfolio. Responsible for market data analysis, demand forecasting and projection, national/international process customization, resource usage and high level market analysis.

- Managed international supply chain processes and optimization initiatives across Procter & Gamble's \$2.9B pet care category.
- Proposed, developed and managed forecasting and projection initiatives leading to projected cost savings of \$14M.
- Led cross-functional US and Canadian analysis teams in the area of shrink. Proposed and successfully implemented strategies to reduce margin loss at partner retailers, warehouse and production plants, resulting in annual savings of \$23M across all banners.
- Initiated and managed national pilot programs for joint forecasting and supply chain customization with major partner retailers including Wal-Mart, Target, Shoppers Drug Mart.

Manager Business Programs, Trade Marketing  
**TELUS Communications Inc.**

October 2005 - May 2007  
**Toronto, ON**

Interfaced between Product Development, Direct Marketing, and Marketing Communications teams in developing business programs within the TELUS data portfolio. Managed marketing objectives, and developed specific sales programs using classification and projection regression simulation.

- Interfaced directly with sales channels (Independent Dealers, Enterprise, and Small/Medium Business) in establishing sales targets, distribution and promotional objectives.
- Managed entire data portfolio (\$1.8B) including Research in Motion, Palm, and Motorola accounts.

## EDUCATION AND QUALIFICATIONS

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PhD   Doctor of Philosophy (Hierarchical Decision Making Patterns for the Placement of Physical Supply Chain Entities) <b>University of Cape Town   Graduate School of Business</b>	July 2017 <b>Rondebosch, SA</b>
MBA   Master of Business Administration (International Marketing) <b>Wayne State University   Ilitch School of Business</b>	May 2005 <b>Detroit, MI</b>
BS (Hons)   Bachelor of Science (Honors, Computer Information Systems) <b>University of Windsor</b>	October 2003 <b>Windsor, ON</b>
BCS   Bachelor of Computer Science <b>University of Windsor</b>	June 2003 <b>Windsor, ON</b>
CIPM   Certified International Procurement Manager CISCM   Certified International Supply Chain Manager <b>International Purchasing and Supply Chain Management Institute</b>	June 2016 December 2015 <b>Los Angeles, CA</b>

## ACTIVITIES

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Executive Advisory Board Member <b>Center for Purchasing and Supply Chain Management</b>	January 2014 - Present
Chief Operating Officer and Executive Advisory Board Member <b>Piggyback On Demand (Piggyback.co)</b>	May 2013 – March 2016
Volunteer Big Brother <b>Big Brothers of Peel</b>	January 1998 - April 2003