



**AMY R. BROGLIN-PETERSON**  
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## **END-END VALUE CHAIN EXPERTISE**

### **Specializing in Process Reengineering, Logistics and Supply Chain Optimization**

The world's most successful companies are pioneers of innovation in superior supply chain management tactics. Today's consumer has exceedingly high expectations for delivery, customer service and technology-enabled service, which in turn commands a comprehensive supply chain strategy which transcends traditional B2B relationships. Value chain management incorporates planning and cooperation across multiple layers within a supply chain to ensure the entire product life cycle, from manufacturing to end-customer through final product disposal, is seamless, coordinated and as customer-centric as possible – and is the language we live by. Win<sup>x</sup> Global Advisory brings the power of 'win' to your customers and key business partners by combining our suite of multi-faceted industry experience with a variety of customized and proven methods to help companies of all sizes tackle their toughest supply chain challenges.

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## **EXPERIENTIAL AREAS OF FOCUS**

### *Purchasing:*

Total Landed Cost Analysis • Purchasing Bid Requirements Mapping, Bid Support and Analysis • Cost Reduction/Avoidance • Cost-Modeling • Strategic Sourcing/Resourcing • Supplier Audit • Critical Supply • Supplier Development • Supply Risk/Contingency • Competitive Benchmark

### *Logistics and Transportation:*

Production, Service, Aftermarket Supply Chain Solutions • Distribution • Warehousing/Inventory Management • International Transportation/Freight-Forwarding • Domestic/Transportation Management • Reverse Logistics • Network Design/Optimization • Control Tower Execution/Operations

### *Process Improvement:*

Value Chain Mapping/Process Flow • Manufacturing Operations • AIAG Standards (APQP/MMOG) • TMS/WMS/Systems Implementation Global Teambuilding • Material Planning • Lean Principles

### *Marketing, Sales, Human Resources, Administrative:*

Marketing and Sales Strategy • Global Key Account Management • New Business Development • Recruiting and Talent Development • Fractional Executive • Guest Lecture • Keynote Speaker

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## **PROFESSIONAL EXPERIENCE**

**MICHIGAN STATE UNIVERSITY:** Adjunct Faculty, Department of Supply Chain Management

**ROBERT BOSCH North America:** Senior Manager, International Logistics Strategy and Operations

**CEVA LOGISTICS:** Director, Global Business Development- Automotive

**PANALPINA, INC.:** Global Manager, Strategic Key Accounts- Automotive

**TERNES PROCUREMENT LOGISTICS:** Strategic Sourcing Consultant, Ford Customer Service

**AMERICAN AXLE & MANUFACTURING:** Global Commodity Manager

### **FORD MOTOR COMPANY:**

**Driveline Systems Global Commodity Manager:** Manufacturing Procurement Operations, Global Purchasing

**Resourcing and Supply Risk Analyst:** Program Management, Global Purchasing

**Supply Operations Auditor:** Supplier Manufacturing Performance Group, Material Planning & Logistics

## ADDITIONAL EXPERIENCE

**Corporate Advisory Board**, Michigan State University  
**Guest Lecturer**, University of Michigan-Dearborn and Michigan State University  
**Keynote Speaker**, Automotive Logistics Global Conference  
**General Manager**, Broglin Distribution, LLC  
Ford Motor Company, Robert Bosch **Campus Recruiting Teams**

## EDUCATION

**Executive Leadership for Women – 2015**  
Michigan State University, Broad College of Business, Executive Programs

**Master of Business Administration, Marketing – 2008**  
University of Michigan- Dearborn, Graduated with Distinction

**Bachelor of Arts, Supply Chain Management – 2002**  
Michigan State University, Pre-Medical Tracking

## AFFILIATIONS

Detroit Economic Club  
Council of Supply Chain Management Professionals (CSCMP)  
Beta Gamma Sigma International Honor Society  
University of Michigan Alumni Association – Life Member  
Michigan State University Alumni Association – Life Member

## TRAINING

Karrass Effective Negotiation	Real-World Negotiation, Part I and II
Engine-Building for Executives	Campus Recruiting
Gender Diversity	Consultative Selling
Multiple formal Leadership Development programs (Ford, Panalpina, Bosch)	

## CAUSES

American Red Cross  
Vista Maria  
Operation Good Cheer

## INTERESTS

Painting and Art  
Interior Design  
Photography  
Gardening  
World Travel  
Cooking and Wine  
Continuing Education  
Entrepreneurial Investments