

Zal Phiroz MBA, PhD

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HIGHLIGHTS

Industry Experience	TELUS Procter & Gamble Fortune 500 consulting appointments SME Appointments – District and Superior Courts of California, Louisiana
Faculty Appointments	MSU (Broad School of Business) USC (Marshall School of Business) Harvard University (Graduate School of Arts and Sciences)
Qualifications	PhD MBA BS (CIS Hons.) BCS CIPM CISCM CPSCM CISCPM

ACADEMIC EXPERIENCE

Assistant Professor (Term), Supply Chain Management August 2019 - present
Michigan State University | Eli Broad School of Business East Lansing, MI

Instructed and developed senior level Undergraduate and MBA courses in Business Analytics, Supply Chain Analytics and Supply Chain Management.

- Hosted C-suite speakers, and collaborated with industry partners (Netflix, Google, IBM) ensuring course content alignment with market trends and industry recruitment standards.
- Focused on analysis of various operational/supply chain areas including forecasting, demand projection, queueing, and data mining areas including regression, clustering, classification.

A/Professor and Lecturer, Operations and Data Analytics October 2014 – August 2019
University of Southern California | Marshall School of Business Los Angeles, CA

Developed and instructed compulsory junior and senior level Undergraduate, MS, MBA and OMBA courses in Operations Management, Management Consulting and Data Analytics for Decision Making.

- Developed data analysis modules on regression through JMP/R, focusing on clustering, classification, forecasting, queueing etc.
- Developed core Operations and Data Analysis courses for the undergraduate and initial Online MBA curriculum (ranked 5th in US News 2019 and 1st in Poets & Quants, 2018).
- Chaired two committees charged collaboration with industry partners including WIRED Magazine, LinkedIn and IBM.

A/Professor, Supply Chain Management, Data Analysis (Term) April 2013 – August 2018
Harvard University | Graduate School of Arts & Sciences Cambridge, MA

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, Unilever, Bombardier.

INDUSTRY EXPERIENCE

Founding Partner
Pier Consulting Group Inc.

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

Collaboration with medium/large corporations on various areas of data analysis including sustainability, global logistics, supply chain management metrics, marketing segmentation and forecasted demand simulation.

- Direct marketing research and data analysis on competitive markets, cluster target demographics, growth opportunities and market niches.
- Provided predictive modeling and demand projection through various forms of regression analysis, meeting cross-functional cost optimization strategies.
- Collaborated with fortune 500 corporations including Procter & Gamble, DHL and Accenture.
- Served as an expert witness, providing testimony/deposition and consulting on product liability including 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 sector.
- Developed and managed forecasting initiatives leading to projected cost savings of \$14M.
- Led cross-functional US and Canadian analysis teams in the area of shrink. Recommended 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 and Shoppers Drug Mart.

Manager Business Programs, Trade Marketing
TELUS Communications Inc.

October 2005 - May 2007
Toronto, ON

Developed business programs within the TELUS data portfolio, interfacing with Product Development Direct Marketing, and Marketing Communications teams. Managed marketing objectives and developed specific sales programs using classification and projection regression simulation.

- Collaborated 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 PROFESSIONAL CREDENTIALS

PhD Doctor of Philosophy (Dissertation: Hierarchical Decision Making Patterns for the Placement of Physical Supply Chain Entities) University of Cape Town Graduate School of Business	July 2017 Rondebosch, SA
MBA Master of Business Administration (International Marketing) Wayne State University Ilitch School of Business	May 2005 Detroit, MI
BS (Hons) Bachelor of Science (Honors, Computer Information Systems) University of Windsor School of Computer Science	October 2003 Windsor, ON
BCS Bachelor of Computer Science University of Windsor School of Computer Science	June 2003 Windsor, ON
CIPM Certified International Procurement Manager CISCM Certified International Supply Chain Manager CISCPM Certified International Supply Chain Planning Manager International Purchasing and Supply Chain Management Institute	June 2016 December 2015 March 2019 Los Angeles, CA

HONORS AND AWARDS

Golden Apple Award for Clinical Faculty, The University of Southern California, 2016.
Deans Award for Community Development, University of Southern California, 2017.

PRESENTATIONS AND PUBLICATIONS

Phiroz, Zal N. "Market Segmentation Through Data Analysis." School for Startups Radio Narrated by James Beach. Online, 2018.

Phiroz, Zal N. "Specific Uses and Areas of Data Analysis within Industry." Presentation, University of Windsor, School of Computer Science. Windsor, 2018.

Phiroz, Zal N. "Data Analysis in Technological Areas." Presentation, University of Windsor, School of Computer Science. Windsor, 2018.

Phiroz, Zal N. "Shrink within the FMCG Space." Keynote Presentation, Intermodal 2018. Sao Paulo, 2018.

Phiroz, Zal Navroze. "Hierarchical decision making patterns for the placement of physical supply chain entities." PhD diss., University of Cape Town, 2017.

Phiroz, Zal N. "How US Private Wealth Management offices explore and participate in the Canadian Investment Opportunities." Keynote Presentation, Private Wealth Management Forum. Newport, 2014.

Phiroz, Zal N. "Supply Chain Strategies for Agility & TCO." Keynote Presentation, ByPi General Forum. Istanbul, 2014.

Phiroz, Zal N. "Supply Chain of Human Rights." Presentation, TEDxVanderbijlPark. Johannesburg, 2014.