



Principal biography

Inspiring
Business
Excellence

Colleen Crum

Colleen “Coco” Crum, a principal with Oliver Wight Americas, is considered a thought leader and innovator in demand management and sales and operations planning. She has helped to develop methodologies for enabling companies to successfully implement sales and operations planning and demand management and achieve quick time to financial benefit.

Through these efforts, she has helped companies to think and act beyond their individual enterprise and extend the benefits of demand planning and sales and operations planning throughout their supply chains.

Coco has co-authored three books that have received excellent industry reviews. The book, *Enterprise Sales and Operations Planning: Synchronizing Demand, Supply and Resources for Peak Performance*, has been called one of the best books of 2003 by *The CEO Refresher* magazine. The book, *Demand Management Best Practices: Process, Principles and Collaboration*, has been called, by *Foresight* magazine, a practical and all-inclusive, how-to guide that most executives and managers will find invaluable. Coco also co-authored the book, *Supply Chain Collaboration: How to Implement CPFR and Other Best Collaborative Practices*.

Coco participated in a cross-grocery industry effort to develop a best practice model for supply chain replenishment. The effort resulted in the publication of *ECR: Road Map to Continuous Replenishment* by Canadian food industry trade groups.

As a consultant and educator with Oliver Wight Americas since 1995, she has assisted companies across the manufacturing spectrum, including agricultural chemicals, consumer goods, electronics, entertainment, telecommunications, pharmaceutical, biotechnology, steel, and aerospace and defense industries. In doing so, she has contributed to advancing the methodology of how to successfully integrate demand and supply processes both inside a business enterprise as well as throughout the supply chain.



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