



# Principal biography

Inspiring  
Business  
Excellence

## Michael Effron

Michael Effron, an Oliver Wight principal, is a consultant and educator providing companies with guidance on the design and implementation of integrated business processes and systems.

During his twenty years in industry, Michael has implemented Integrated Business Planning and Demand Management processes around the world for multiple Fortune 500 companies, both as a consultant and in roles which include Global Demand Manager, Supply Chain Manager, and Global Sales and Operations Director. He has also championed the effective use of system tools including SAP and Oracle to achieve integrated plans and drive one set of numbers.

A Registered Professional Engineer, Michael

started from the shop floor improving manufacturing processes. He continues this hands-on approach, coaching individuals and guiding companies to Class A performance in all areas of supply chain planning and execution. Companies that Michael has worked for and with include BASF, American Standard, Mead Johnson, DuPont, and Avon.

His certifications include CPIM and CIRM. Michael has an MBA from Indiana University and BS in Chemical Engineering from the University of Illinois, Urbana-Champaign.



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