



Principal biography

Inspiring
Business
Excellence

George Palmatier

George Palmatier, principal, has helped many companies that make everything from soup to satellites in implementing integrated management processes and is recognized as an expert on integrated Sales & Operations Planning, Integrated Business Planning and Demand Management.

"The size and complexity of the organization meant that we had extreme difficulty in getting focus into our decision-making process. George Palmatier proved invaluable in bringing much needed insight into our behaviors and in helping us to bring positive change across our regional and global planning processes."

Christopher Brown
Director, S&OP for Product Portfolio Group
Motorola



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George works with clients to formalize and integrate their strategic plans into an integrated business management process, Integrated Business Planning (IBP). He is a recognized leader in integrating business management processes ensuring alignment and synchronization of the entire enterprise in pursuit of company goals and objectives. He helps companies in integration of their internal processes and integration with trading partners in Integrated Supply Chain Management.

With nearly twenty years of experience as a practitioner in sales, marketing, strategic planning, and general management, George has a thorough knowledge of how to achieve sustained results improving business performance.

During his 11 years as vice-president of sales and marketing at Bently Nevada Corporation (now part of General Electric), George was responsible for bringing the sales and marketing departments into an Integrated Business Planning

process. Bently Nevada was one of the pioneers in developing and implementing a truly integrated Sales & Operations Planning process connecting strategy to execution.

George has authored numerous articles and has lectured the world over. He is also a member of The Council of Supply Chain Management Professionals.

He co-authored one of the first books on the key role of sales and marketing in manufacturing: *The Marketing Edge: The New Leadership Role of Sales and Marketing in Manufacturing*. George is co-author of the book, *Enterprise Sales and Operations Planning*, and a book entitled *Demand Management - Best Practices - Process, Principles and Collaboration*.

George earned a BS in Industrial Management from Georgia Institute of Technology and completed the Marketing Management Program at Stanford University's Graduate School of Business.