



# Principal biography

Inspiring  
Business  
Excellence

## Susan L. Storch

Susan Storch is a Managing Principal with Oliver Wight Americas. Her clients are senior executive business leaders who are single-mindedly focused on achieving superior performance and intent on being top contenders in their industries. Over the past 13 years, she has coached many of the world's most respected corporations in pharmaceutical, beauty, food, chemical, and other industries to Class A business excellence.

Susan is passionate about the profitable growth her clients can achieve when she works with them to combine the discipline of best-practice processes, a knowledgeable and tightly-aligned organization, and appropriate planning, problem-solving, and communication tools to routinely meet financial commitments and achieve the goals and objectives of company strategy.

Susan's specialty is Demand Management within the powerful leadership process of Integrated Business Planning (IBP), the convergence of operational planning (S&OP), governance, and financial management. She is the chief architect of Oliver Wight's Demand Management Value Chain, co-author and instructor of the Demand Management course in the Oliver Wight educational curriculum, and designer of thousands of hours of courses and workshops on IBP/S&OP and Demand Management in the U.S., Canada, Mexico, Singapore, Japan, England, Ireland, Belgium, The Netherlands, and France.

Susan joined Oliver Wight from EDS, where she was a managing principal and strategic business unit president. In her 20 years in industry, she held executive positions in

finance, logistics, manufacturing, research and development, information technology, and human resources at Xerox, Revlon, Mars, and EDS. She led a variety of growth strategies based on entrepreneurial start-up, organic growth, and mergers and acquisitions. In industry she received awards and recognition for her leadership abilities, development of high-performance teams, and the implementation of advanced methodologies and technologies. This experience base forms Susan's style of consulting: practical, collaborative, and professional.

Susan earned her MBA at Indiana University's Kelley School of Business and a certification in Leading Learning Communities from MIT's Center for Organizational Learning (Fred Kofman and Peter Senge). She also studied corporate innovation, creativity, and problem solving under the guidance of physicist-inventor Stephen Grossman. From time to time, Susan teaches Strategic Management in The College of New Jersey's business school. She is a frequent speaker at industry conferences and company events. Her Demand Planning articles and webinar can be found on the Oliver Wight Americas website.

"Susan not only has expert knowledge of Class A processes, but also had the gift of integrating that knowledge with practicality resulting from years of in-depth, real-world, business experience. The result is effective, right-sized solutions that fit the specific environment in which they are required. Susan works effectively with groups having diverse management styles. Her intelligence, sincerity, and empathy along with her highly developed expertise, combine to make her an outstanding facilitator. Working with Susan has been stimulating, rewarding and educational. Our company will continue to reap the benefits of her contribution for years to come."

Ronald Greenblatt  
President, G&W Laboratories, Inc.



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