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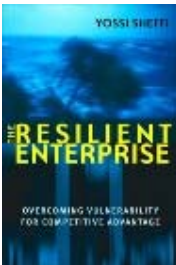
**DISTINGUISHED SPEAKER SERIES**

# **The Resilient Enterprise**

**Overcoming Vulnerability for Competitive Advantage**

**Professor Yossi Sheffi**  
**Massachusetts Institute of Technology**  
**Author, “The Resilient Enterprise”**

**Limited Seats. Free admission by registration only**



A fire burns down the manufacturing plant of your key supplier, who makes parts you absolutely must have. A contractor miles away accidentally cuts a communication cable, taking your entire information system offline. A labor strike shuts down ports, and your products sit offshore for weeks. All of these scenarios have damaged companies in the past. However, today, in the post-9/11 era, terrorism has elevated your risk to entirely new levels. Is your organization ready to cope? Dr. Yossi Sheffi, an international expert in supply chain management, shows you how to determine your company’s level of vulnerability, and what to do to become resilient in the face of setbacks.

## **SEMINAR DETAILS**

**Date:** 31 March 2010, Wed

**Time:** 2.30pm – Registration

3.00pm – Presentation

4.00pm – Q&A

4.30pm – End

**Venue:** TLI – Asia Pacific  
Executive Learning  
Centre, NUS

## **About the Speaker**

Dr. Yossi Sheffi is a professor at the Massachusetts Institute of Technology, where he



serves as Director of MIT's Engineering Systems Division and the MIT Center for Transportation and Logistics. He is an expert in systems optimization, risk analysis and supply chain management, which are the subjects he researches and teaches at MIT, both at the MIT School of Engineering and at the Sloan School of Management. He is the author of dozens of scientific publications and two books: a textbook on transportation networks optimization and *The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage* (MIT Press, October 2005).

Dr. Sheffi was recognized in numerous ways in academic and industry forums and was on the cover of *Purchasing Magazine* and *Transportation and Distribution Magazine*. In 1997 he won the Distinguished Service Award given by the Council of Supply Chain Management Professionals. In 2002/03 he was on sabbatical in the Judge Institute of Management in Cambridge University, UK. He is also a life fellow of Cambridge University's Clare Hall College. In 2006 the Government of Aragon awarded him the Plaza Award for the most significant contribution to the economy of Aragon.

He obtained his B.Sc. from the Technion in Israel in 1975, his S.M. from MIT in 1977, and Ph.D. from MIT in 1978. He now resides in Boston, Massachusetts

**Pre-registration is required.**  
**Please click [here](#) to register for the seminar.**

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