

## IBM Executives to Speak at the Gartner Supply Chain Management Executive Conference

ARMONK, N.Y., May 5, 2017 /PRNewswire/ --IBM (NYSE:[IBM](#)) today announced that Joanne Wright, Vice President, IBM Watson Supply Chain and Jeanette Barlow, Vice President of Offering Management and Strategy for IBM Watson Supply Chain will be participating in the "Industry Value Chain Exchange Series," part of the Gartner Supply Chain Management Executive Conference. The conference takes place from May 23-25 in Phoenix, Arizona.

The Gartner Supply Chain Management Executive Conference is "the world's most important gathering of supply chain leaders and takes place in North America and Europe." This year, IBM executives will be participating in the "Industry Value Chain Exchange Series" that takes place on May 22. Session details include:

- **"Gaining Greater Visibility with Watson - an IBM Case Study," Monday, May 22 at 3:00pm.** In this session, Joanne Wright will examine how IBM supply chain leaders leveraged the cognitive features of Watson Supply Chain to improve visibility into data and processes, extend collaboration across the organization and with suppliers and partners and drive value in their own supply chain. Wright will be joined by Program Director, IBM Watson Supply Chain, Robert Allan.
- **"Delighting Customers While Optimizing Operations with Watson as Trusted Advisor," Monday, May 22<sup>nd</sup> at 3:00pm.** Led by Jeanette Barlow, this session will demonstrate how the combined cognitive power of Watson Supply Chain and Watson Commerce can help businesses meet customer expectations while optimizing operations and improving profitability.

Businesses today need complete visibility into their supply chain data and as well as intelligence that can help practitioners predict and mitigate disruptions and risks before problems occur. IBM Watson Supply Chain not only provides employees with a view of all documents in their supply chain, it delivers proven cognitive capabilities that study normal supply chain patterns, quickly identify potential issues and allow teams to see where the issue is to uncover additional details. For more details about IBM Watson Supply Chain, please visit <https://www.ibm.com/watson/supply-chain/>.

For more information on these sessions click [here](#).

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