

IBM Vice President Supply Chain Joanne Wright Chosen to Keynote Supply Chain Summit in Chicago

Wright to Discuss Improving Consumer Experiences Through a Cognitive Supply Chain

ARMONK, N.Y., May 6, 2017 /PRNewswire/ -- IBM (NYSE:[IBM](#)) today announced that Joanne Wright, Vice President Supply Chain has been selected to speak at the upcoming Supply Chain Summit Conference, which takes place in Chicago on June 14-16.

The Supply Chain Summit: Chicago will bring together the industry's brightest minds to decide the future of supply chain. Participants include forward-thinking CSCOs, SVPs and VP level supply chain experts who will share their experiences to help attendees overcome their supply chain challenges and create powerful new strategies.

Details on Wright's session include:

- **"Cognitive Supply Chain Transformation: A Game Changer," Wednesday, June 14 at 11:15am.** In this session, Joanne Wright will talk about how cognitive computing can be used to predict consumer behavior through the analysis of unstructured data and social listening. Attendees will learn how inputting multiple-scenario data into prescriptive algorithms can help determine optimal production and sourcing locations without the costs of real-world trials. Attendees will also hear how to leverage prescriptive analytics for deeper insight to help reduce supply chain risk, manage routine processes, reduce costs and automatically make decisions

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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