

IBM Vice President Supply Chain Joanne Wright to Speak at Supply Chain Leaders in Action Business Forum

ARMONK, N.Y., May 9, 2017 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced that Joanne Wright, Vice President Supply Chain has been selected to speak at the upcoming Supply Chain Leaders in Action Business Forum, which takes place in Naples, Florida on June 5-7.

The Supply Chain Leaders in Action Forum is dedicated to seeking strategic ideas and thought leadership that will improve supply chain and logistical operations. The event is put on by the Distribution Business Management Association, which provides think tank forums between business and academia that seek solutions to the pressing issues facing today's and tomorrow's supply chain and logistics executives.

Details on Wright's session include:

- **"Hot Topic 8 Innovation Excellence: Leveraging Data to Drive Excellence in Supply Chain," Wednesday, June 7 at 1:30pm ET.** Other session participants include Chris Jones, EVP Marketing & Services, Descartes, Mary Rollman, Managing Director, Accenture and Andrew Smith, Director of Finance, Customer Supply Chain & Global GTM, PepsiCo.

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 documents in their supply chain, it can deliver 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 the Supply Chain Leaders in Action Business Forum, click [here](#).

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