

Matías G. Enz, Ph.D.

Contact information

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EDUCATION

Ph.D. in Business Administration

September, 2009

The Ohio State University, Fisher College of Business. Columbus, Ohio, USA.

Major degree: Business Logistics.

Minor degrees: Operations Management and Quantitative Psychology.

Master of Arts in Business Administration

July, 2007

The Ohio State University, Fisher College of Business, Columbus, Ohio, USA.

Certified in Production and Inventory Management (CPIM)

August, 2001

The American Production and Inventory Control Society (APICS).

Graduate Program in Logistics Management

July, 2001

Instituto de Estudios para la Excelencia Competitiva, Buenos Aires, Argentina.

Bachelor of Engineering (Industrial Engineering)

December, 1999

Universidad Nacional de Rosario, Argentina.

ACADEMIC EXPERIENCE

Assistant Professor in Supply Chain Management

2017 - present

University of Missouri – St. Louis.

Assistant Professor in Supply Chain Management

2014 - 2017

Universidad Nacional de Rosario, Argentina.

Visiting Professor

2015

The Ohio State University, Fisher College of Business. Columbus, Ohio, USA.

Researcher

2007 - present

The Global Supply Chain Forum, Fisher College of Business, The Ohio State University, USA.

Lecturer in Logistics and Supply Chain Management

2009 to 2013

Cranfield School of Management, Cranfield University, MK43 0AL, England

Teaching Assistant

2004 to 2009

The Ohio State University, Fisher College of Business. Columbus, Ohio, USA.

RESEARCH INTERESTS

Empirical research in areas of co-creation of value in supply chains, cross-functional involvement in B2B processes and measuring the benefits of inter-organizational collaboration.

PUBLICATIONS AND RESEARCH

Publications

- Lambert, D.M. & Enz M.G. (2017), "Issues in Supply Chain Management: Progress and Potential." *Industrial Marketing Management*. 62(1). pp. 01-16.
- Lambert, D.M. & Enz M.G. (2015) "Co-creating value: The Next Level in Customer-supplier Relationships," *CSCMP's Supply Chain Quarterly*, Q3, pp. 42-48.
- Enz, M.G. & Lambert, D.M. (2015), "Measuring the Benefits of Cross-Functional Integration in Financial Terms." *Journal of Business Logistics*, 36(1), pp. 25-48.
- Lambert, D.M. & Enz M.G. (2015), "We Must Find the Courage to Change." *Journal of Business Logistics*, 36(1), pp. 9-17.
- Marcos-Cuevas, J., Enz, M., Bastl, M., & Johnson, M. (2015). Marriage of Inconvenience: Value Co-Destruction in an Inter-Dependent Supply Chain Relationship. In L. R. Jr (Ed.), *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same...* (pp. 378–381). Springer International Publishing.
- Marcos-Cuevas, J., Prior, D. D., & Enz, M.G. (2015), "Value Co-Destruction in Complex B2B Relations: Conceptualization and Mechanisms. In K. Kubacki (Ed.), *Ideas in Marketing: Finding the New and Polishing the Old* (pp. 153–153). Springer International Publishing.
- Enz, M.G. (2014) "Colaborando con Proveedores y Clientes Clave: Una Cuestión de Valor," *Revista Énfasis Logística*, Marzo 2014.
- Enz, M.G., & Lambert, D.M. (2013), "Improving Performance through Value Co-Creation with Key Customers and Suppliers," in D.M. Lambert (ed), *Supply Chain Management: Partnerships, Processes, Performance*, Sarasota, FL: Supply Chain Management Institute, Chapter 17.
- Enz, M.G., & Lambert, D.M. (2012), "Using Cross-Functional, Cross-Firm Teams to Co-Crete Value: The Role of Financial Measures." *Industrial Marketing Management*, 41(3), 495–507.
- Lambert, D.M. & Enz, M.G. (2012). "Managing and Measuring Value Co-Creation in Business-to-Business Relationships." *Journal of Marketing Management*, 28(13-14), 1588-1625.
- Doctoral thesis: "Co-Creation of Value: Managing Cross-functional Interactions in Buyer-Supplier Relationships." Dissertation Chairman: Dr. Douglas M. Lambert, The Ohio State University, USA.

Work under review

- With: Schwieterman M.A & Lambert, D.M., "Rationalization and Management of Stock Keeping Units (SKUs): An Empirical Model and Propositions." submitted in May 2017 to *Journal of Logistics Management*.

Research in progress

- How different types of partnerships are implemented as compared to prescribed levels of relational mechanisms. Finished data analysis and writing the manuscript. To be submitted to *Journal of Business Logistics*.
- The limitations of single-respondent survey-based methodologies in supply chain management research. Data collected. To be submitted to *Journal of Operations Management*.
- Corporate Strategy and Supply Chain Capabilities. Literature review complete and data collection underway.

Academic Conferences

- “Supply Chain Management Processes and Partnerships,” Executive Seminar at EAFIT University, Medellín, Colombia, June 2016.
- “Proactive Demand Management,” Congreso Internacional de Logística y SC, Transporte Vivo y EAFIT, Medellín, Colombia, June 2016.
- “Estructuración de Relaciones Colaborativas en la Supply Chain,” 21° Encuentro de Gerentes de Logística y SC, Asociación Nacional de Empresarios de Colombia (ANDI), Colombia, Sept 2015.
- “Medición de Costos y Resultados en la Cadena de Suministros,” Foro de SCM 2015: Nueva Visión en la Gestión de la Cadena de Suministro,” Amcham, Lima, Perú, Agosto 2015.
- “Estructuración de Relaciones de Negocio Colaborativas en la Cadena de Suministros,” Congreso Internacional de Logística y SC, Transporte Vivo y EAFIT, Medellín, Colombia, Junio 2015.
- “Una Cuestión de Valor: ¿Cómo Colaborar con Proveedores y Clientes Clave?,” Seminario Internacional de Management Logístico, Buenos Aires, Mayo 2014.
- “Los ocho procesos clave de supply chain management,” Expologistec, Santiago (Chile), Marzo 2014.
- “Value co-destruction in complex B2B relations: conceptualization and mechanisms,” 42nd American Marketing Society (AMS) Annual Conference, Monterey, USA, May 2013
- “Enablers of manufacturing segmentation at the shop floor level in global FMCG companies,” 2012 Logistics Research Network (LRN – CILT) Annual Conference. Buckinghamshire, UK.
- Chair of the Supply Chain Management track of The Academy of Marketing Science (AMS) Annual Conference in New Orleans, May 2012.
- “Bringing segmented supply chain strategies to the manufacturing shop floor: enablers and inhibitors,” POMS, EurOMA and JOMSA World Conference. Amsterdam, Netherlands, July 2012.
- “Are perceptual measurements of value creation good enough in business-to-business contexts?” Naples Forum on Service - Service Dominant logic, Network and Systems, Capri, Italy, June 2011.
- “Implementing tailored supply chain practices at British American Tobacco,” 2011 Council of Supply Chain Management Professionals (CSCMP) annual conference, Philadelphia, USA.
- “Corporate sponsored university research: collaborating to co-create value,” 2011 Council of Supply Chain Management Professionals (CSCMP) annual conference. Philadelphia, USA.

- “Are perceptual measurements of value creation good enough in business-to-business contexts?”
2011 Naples Forum on Service - Service Dominant logic, Network and Systems, Naples, Italy.
- Regular speaker at The Global Supply Chain Forum biannual meetings, USA.

INDUSTRY EXPERIENCE

Applied academic work in companies

- **2015-2016:** Product Lifecycle and Portfolio Management for Callaway Golf, Campbell’s Soup Company, Aramark, Gordon Food Service, and Bob Evans Farms
- **2011-2016:** Financial measurement of the value co-created through collaborative initiatives with suppliers in the areas of cost efficiency, new product development, and marketing advantage, for Bob Evans Farms, a US food company with sales of \$1,700 million. Benefits generated for the firm since 2011: more than \$40 million.
- **2010-2016:** Implementation of the “Partnership Model” and “Collaboration Framework” to structure partnerships between the following companies: Campbell’s Arnott’s and Amcor, Campbell’s Soup and Amcor, Campbell’s Soup and Marfrig-Keystone, Campbell’s Soup and Givaudan, Cargill and Grupo Bimbo, O2-Telefonica and Redeem, Bob Evans Farms and Gordon Food Service, Bob Evans Farms and Castellini Group, GlobalFoundries and LAM Research, and Kerry and Pinnacle Foods.
- **2011-2012:** Academic supervisor in a ‘Knowledge Transfer Partnership’ project part-funded by the ‘UK Technology Strategy Board’. Project: “Product segmentation and implementation of lean and agile supply chain strategies for British American Tobacco (BAT)”. Grant: £150,000. Benefits achieved for the company: £30 million.

Industry Experience before academic career

Supply Chain Management Consultant

2002-2004

Price Waterhouse Coopers (PwC), Argentina

- Assignments on clients included:
 - Assessed and redesigned business processes at Ferring Pharmaceuticals.
 - Conducted a supply chain performance review at Sadepan Argentina (producer of wood panels).
 - Developed the performance management system at Syngenta (agrochemicals).
 - Assessed operational risks at HINISA-HIDISA, hydro-electrical generator.
 - Conducted supply chain re-engineering at Telecom Personal, telecommunications company.

Supply Chain Management Consultant

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 - Assessed operational risks at HINISA-HIDISA, hydro-electrical generator.
 - Conducted supply chain re-engineering at Telecom Personal, telecommunications company.

Supply Chain Planner, *Lexmark International, Argentina* 2000-2002

- Responsible for demand forecasting, inventory management, and replenishment control of printers, supplies, and accessories for the business and consumer printer markets in South America's South Cone region.
- Coordinated the S&OP process in four countries and with the headquarters in USA.
- Developed and implemented a final assembly line of printers, which led to significant savings.

Internship at the naval port logistics sector, *Siderar Saic, Argentina* 1999-2000

- Designed and implemented an information system for controlling the performance of Siderar's port operator.

Internship as Project Manager Assistant, *Henisa SRL, Argentina* 1997-1998

- Designed, implemented and managed the administrative procedures, metrics and reports for the management of the Lighting System Installation project at the construction of the General Motors plant in the city of Alvear, Argentina.

AWARDS, LANGUAGES AND SOFTWARE SKILLS

Awards:

- Recipient of the Jack and Mary Lambert Ph.D. Scholarship Award, 2008.

Languages:

- Fluent in Spanish (native language) and English. Portuguese conversational.

Logistics optimization, simulation, and data analysis software:

- LogicTools, ESRI ArcLogistics Route, Rockwell Arena, OracleCrystalBall, SPSS, LISREL, and RAMONA for statistical analysis and NVIVO for qualitative data analysis.