Zal Phiroz, PhD

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HIGHLIGHTS

- Director-level supply chain appointments at Procter & Gamble (NYSE: PG); TELUS (NYSE:T).
- Faculty at Harvard University; Michigan State University (previously UCSD, USC, UCLA).
- PhD (Supply Chain Management). Inclusive Practice Fellowship at Harvard University.
- Testifying expert witness on matters docketed in state and federal district courts.

ACADEMIA

A/Professor and Lecturer, Supply Chain Management & Data Analysis (Term) April 2013 – Present
Harvard University | DCE - Graduate School of Arts & Sciences **Cambridge, MA**

Developed and instructed graduate courses within the area of Supply Chain and Operations Management. Direct interaction with fortune 1000 C-suite industry advisors and speakers.

- Focused on the practical application of queueing modeling, regression, and various statistical and qualitative supply chain and operations analysis.
- Initiated project collaboration through cases with Procter & Gamble, Unilever, Bombardier.

A/Professor, Supply Chain Management August 2019 – Present
Michigan State University | Broad College of Business **East Lansing, MI**

Developed and instructed core undergraduate, MSBA, MBA courses in Business Analytics, Supply Chain Analytics and Supply Chain Management.

- Hosted C-suite speakers, and collaborated with industry partners (Netflix, Google, IBM) ensuring course content alignment with market trends and industry recruitment standards.
- Course content integrating industry trends with analysis of various operations / supply chain areas (e.g. including forecasting, procurement, retail, manufacturing, distribution).
- Focused on analysis of various operational/supply chain areas including forecasting, demand projection, queueing, and data mining areas including regression, clustering, classification.

A/Professor and Lecturer, Operations Management & Data Analytics October 2014 – August 2019
University of Southern California | Marshall School of Business **Los Angeles, CA**

Developed and instructed compulsory junior and senior level undergraduate, MS, MBA and OMBA courses in Operations Management, Management Consulting and Data Analytics for Decision Making.

- Developed data analysis modules on supply chain analysis including regression through JMP/R, focusing on clustering, classification, forecasting, queueing etc.
- Developed core Operations and Data Analysis courses for the undergraduate and initial Online MBA curriculum (ranked 5th in US News 2019, 1st in Poets & Quants, 2018).

INDUSTRY

Founding Partner — April 2010 - Present
Pier Consulting Group Inc. — **Los Angeles, CA | Windsor, ON**

Collaboration with medium/large corporations on various areas of data analysis including sustainability, global logistics, supply chain management metrics, marketing segmentation and forecasted demand simulation.

- Direct market research and data analysis on competitive markets, cluster target demographics, growth opportunities and market niches.
- Predictive modeling and demand projection through various forms of regression analysis, meeting cross-functional cost optimization strategies.
- Collaboration with fortune 500 corporations including Procter & Gamble, DHL and Accenture.
- Consultation on quality control, manufacturing standards, and product liability.
- Directors Award for Excellence- Global Fleet and Products, Amazon Inc. (2022).

Sr. Manager, Market Planning (North America) — September 2007 - March 2010
Procter & Gamble Co. — **Cincinnati, OH | Toronto, ON**

Managed national and international supply chain projects across the entire Procter & Gamble product portfolio. Responsible for market data analysis, demand forecasting and projection, national/international process customization, resource usage and high-level market analysis.

- Managed international supply chain processes and optimization initiatives across Procter & Gamble's $2.9B pet care sector.
- Developed and piloted forecasting initiatives using regression, leading to a $14M cost reduction.
- Led cross-functional US and Canadian analysis teams in the area of shrink. Recommended and successfully implemented strategies to reduce margin loss at partner retailers, warehouse and production plants, resulting in annual savings of $23M across all banners.
- Initiated and managed national pilot programs for joint forecasting and supply chain customization with major partner retailers including Wal-Mart, Target, CVS.

Sr. Manager, Business Programs (Trade Marketing) — October 2005 - May 2007
TELUS Communications Inc. — **Toronto, ON**

Developed business programs within the TELUS data portfolio, interfacing with Product Development Direct Marketing, and Marketing Communications teams. Managed marketing objectives and developed specific sales programs using classification and projection regression simulation.

- Collaborated directly with sales channels (Independent Dealers, Enterprise, and Small/Medium Business) in establishing sales targets, distribution and promotional objectives.
- Managed the entire data portfolio ($1.8B) including Research in Motion, Palm and Motorola accounts.

EDUCATION AND PROFESSIONAL CREDENTIALS

PhD | Doctor of Philosophy (Dissertation: Hierarchical Decision Making Patterns for the Placement of Physical Supply Chain Entities) — July 2017
University of Cape Town | Graduate School of Business — **Rondebosch, SA**

MBA | Master of Business Administration (International Marketing) — May 2005
Wayne State University | Ilitch School of Business — **Detroit, MI**

BS (Hons) | Bachelor of Science (Honors, Computer Information Systems) — October 2003
University of Windsor | School of Computer Science — **Windsor, ON**

BCS | Bachelor of Computer Science — June 2003
University of Windsor | School of Computer Science — **Windsor, ON**

CIPM | Certified International Procurement Manager — June 2016
CISCM | Certified International Supply Chain Manager — December 2015
CISCPM | Certified International Supply Chain Planning Manager — March 2019
International Purchasing and Supply Chain Management Institute — **Los Angeles, CA**

FELLOWSHIPS, HONORS AND AWARDS

Harvard University, Inclusive Practice Fellowship, 2023 - Present.

Amazon Inc., Directors Award for Excellence- Global Fleet and Products, 2022.

University of Southern California, Deans Award for Community Development, 2017.

University of Southern California, Golden Apple Award for Clinical Faculty, 2016.

SELECTED PUBLICATIONS AND MEDIA

Phiroz, Z. N. (2024). The Baltimore bridge collapse is about to get even messier. *Wired*. https://www.wired.com/story/baltimore-bridge-collapse-shipping-supply-chain-disruption-francis-scott-key/

Phiroz, Z. N. (2024). *Perspectives of supply chain competitiveness—A handbook*. J Ross Publishing. https://jrosspub.com/catalog/business-default-category/operations-management/perspectives-of-supply-chain-competitiveness/

Phiroz, Z. N., & Bezada, N. (2024). Legal issues loom for driverless trucking. *Law360*. https://www.law360.com/articles/1792782

Phiroz, Z. N. (2024). Transport (Season 1, Episode 2) [TV series episode]. In *The chain: How the world works*. Amazon Prime Video. https://www.amazon.com/gp/video/detail/B0DM9S6TYY/

Phiroz, Z. N. (2022, September 22). What happened here with food prices? Supply chains? [Audio podcast episode]. *WVOX Radio*. YouTube. https://www.youtube.com/watch?v=f6YSCySqgBU