

Former SC Johnson European Logistics Director Joins SCALA Logistics Consulting

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John Potter, former European Logistics Director and Global Sales and Operations Planning Project Director of SC Johnson Europe, has joined SCALA Consulting and further strengthens their strategic supply chain management capability.

SCALA Group (www.scalagroup.co.uk) Managing Director John Perry said the appointment follows the growth in the companies looking to identify new supply chain strategies in the light of the current economic and market position. "There is a growing need for companies to improve their total supply chain management skills and in particular reduce the capital tied up. John's experience in designing and delivering supply chain, inventory management, customer service, sales and operations planning will benefit our clients considerably".

In addition to his considerable experience in supply chain and customer service management, Mr Potter also has a background in accounting as a member of the Chartered Institute of Management Accountants. His financial experience includes accountancy roles in financial accounting, budgeting, product costing, and manufacturing accounting. He was also the Finance Director and Company Secretary of SCJ Ireland.

Mr Potter believes there are significant market and economic factors which will cause companies to question their current strategies. "The business world has changed in recent months. Markets and economies are in recession and the costs of imported goods and values of exported goods are changing dramatically. In addition, the pressures from all sides – in particular from consumers – for a greener approach continue to grow. But, customers still demand high levels of service.

"Under this set of circumstances it is not possible to be successful with supply chain strategies designed for a different real world economy. Now is the time for companies to step back, take a deep breath and review their supply chain management strategy"

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