



CarpenterEllis

Supply Chain Strategy

Deborah Ellis

Deborah Ellis has undertaken management consulting assignments in business strategy, supply chain strategy and channel design since 1990. Prior to this she held management roles in logistics with Mars and Swire companies in Australia.

During 2000-2001 Deborah was based in Hong Kong and undertook projects for LCP Asia. She had previously operated independently in Australia and was for six years until 1995 a member of the Gattorna Strategy Consultants team in Australia working with clients in Australia, New Zealand, Asia and the U.S.

Projects have been conducted for large and medium sized corporations including: Swire and Hutchinson Whampoa in Hong Kong; Coles Myer (through Myer Grace Bros and Kmart), Watty Paints, Amcor, Carlton United Breweries, BHP (former Sheet and Coil division), Bristol Myers Squibb, BOC Gas and CSR Gyprock in Australia; Fletcher Challenge, Corys Frasers (ABB), and Food town/Countdown Supermarkets in New Zealand; and DHL in Asia and the United States.

These projects have ranged from development of general business strategy and high-level supply chain strategy to detailed logistics audits, establishment of third party contracts and implementation and change management plans. Particular areas of focus have been the development of channel strategies for key product ranges and large scale projects, which used decision support models to re-design the complete supply and distribution network for retailers and manufacturers in Australia and China.

Transferring this supply chain experience to the logistics of cash, Deborah also led a project in 2003 which was instrumental in changing key cash management arrangements in the Australian banking industry.