

**16th Annual Arnoff Lecture on the Practice of
Management Science**

“The Resilient Enterprise”

Professor Yossi Sheffi, Director
Center for Transportation and Logistics
Massachusetts Institute of Technology

7:30 P.M., Thursday, April 19, 2007

112 Carl H. Lindner Hall, College of Business, UC

What happens to a company when the unimaginable occurs? When an earthquake hits its primary contract manufacturer? When labor strikes shut down an entire port? When terrorists cripple a transportation system? Supply chain management specialist Yossi Sheffi argues that a company's survival and prosperity depend more on what it does before such a disruption occurs than on the actions it takes as the event unfolds. In *The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage* (MIT Press, October, 2005) awarded the 2005 Book of the Year (Gold Medal, Business and Economics category) by ForeWord Magazine, Sheffi explores high-impact/low-probability disruptions, focusing not only on security but on corporate resilience—the ability to bounce back from such disruptions—and how resilience investments can be turned into competitive advantage.

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*Sixteenth Annual E. Leonard Arnoff Memorial Lecture
on the Practice of Management Science*

“The Resilient Enterprise”

Professor Yossi Sheffi, Director
Center for Transportation and Logistics
Massachusetts Institute of Technology

*112 Lindner Hall, College of Business, University of Cincinnati
7:30 P.M., Thursday, April 19, 2007. Reception at 8:30 P.M.*

Abstract

What happens to a company when the unimaginable occurs? When an earthquake hits its primary contract manufacturer? When labor strikes shut down an entire port? When terrorists cripple a transportation system? Supply chain management specialist Yossi Sheffi argues that a company’s survival and prosperity depend more on what it does before such a disruption occurs than on the actions it takes as the event unfolds. In *The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage* (MIT Press, October, 2005) awarded the 2005 Book of the Year (Gold Medal, Business and Economics category) by ForeWord Magazine, Sheffi explores high-impact/low-probability disruptions, focusing not only on security but on corporate resilience—the ability to bounce back from such disruptions—and how resilience investments can be turned into competitive advantage.

Yossi Sheffi



Dr. Yossi Sheffi is a professor at the Massachusetts Institute of Technology, where he serves as Director of the MIT Center for Transportation and Logistics. He is an expert in systems optimization, risk analysis and supply chain management, which are the subjects he researches and teaches at MIT, both at the MIT School of Engineering and at the Sloan School of Management. He is the author of dozens of scientific publications and two books: a textbook on transportation networks optimization and the recently published *The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage* (MIT Press, October 2005). Under his leadership, the Center launched many new educational, research, and industry/government outreach programs, leading to substantial growth. He is the director of MIT's Master of Engineering in Logistics degree which he founded and launched in 1998. In 2003 he launched the MIT-Zaragoza program, building a new logistics university in Spain based on a unique international academia, government and industry partnership. Outside the university Professor Sheffi has consulted with numerous government agencies as well as leading manufacturing, retail and transportation enterprises all over the world. He is also an active entrepreneur, having founded five successful companies, and a sought-after speaker in corporate and professional events.

Dr. Sheffi was recognized in numerous ways in academic and industry forums and was on the cover of *Purchasing Magazine* and *Transportation and Distribution Magazine*. In 1997 he won the Distinguished Service Award given by the Council of Supply Chain Management Professionals. In 2002/03 he was on sabbatical in the Judge Institute of Management in Cambridge University, UK. He is also a life fellow of Cambridge University's Clare Hall College. He obtained his B.Sc. from the Technion in Israel in 1975, his S.M. from MIT in 1977, and Ph.D. from MIT in 1978. He now resides in Boston, Massachusetts.