Forecasting in Practice Track, Featured Speaker
Date: Tuesday, June 23, 9:45-11:00

Creating and Sustaining a Collaborative Forecasting Process

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Abstract: Building and sustaining a collaborative forecasting process requires clear decisions to be made that are often not clear. Based on practical experience, this session will give forecasters a clear understanding of the most important topics to focus on and alternatives to consider.

Key Points:
• Good decisions are made through debate, discussion and stakeholder consultation
• There are fundamental topics that require particular attention
• There are no hard and fast rules – each situation demands thorough consideration

Bio: Simon Clarke hails from the United Kingdom, but has lived in Atlanta, Georgia since 2002. Originally part of the team that created a unified collaborative process and designed a standard toolset for Coca-Cola Enterprises, since 2008 Simon has led the Forecast Center of Excellence for Coca-Cola in North America. This role has the responsibility to forecast all routes-to-market including Direct-to-Store Delivery, Warehouse and Distributor for brands including Coca-Cola, Powerade, Dasani, Minute Maid and Simply.

Simon received his Bachelor of Arts (Hons) in Geography from Grey College, Durham University.