

Zal Phiroz MBA, PhD

zphiroz@ucsd.edu | 647.393.1014 | San Diego California

HIGHLIGHTS

- Senior and advisory roles at TELUS, Procter & Gamble. F500 and F100 consulting appointments.
- Faculty appointments at UCSD, USC, Harvard.
- Inclusive Practice Fellowship, Harvard University (2023).

ACADEMIA

A/Professor and Lecturer, Innovation Technology and Operations August 2019 - Present
University of California, San Diego | Rady School of Management **San Diego, CA**

Instructed and developed senior level undergraduate, MSBA, MBA courses in Operations Management, Supply Chain Analytics and Business Analytics.

- Hosted C-suite speakers, and collaborated with industry partners (e.g. Flex, PetCo, Apple, Intel) ensuring course content alignment with market trends and industry recruitment standards.
- Developed course content integrating industry trends with analysis of various operations / supply chain areas (e.g. forecasting, demand projection and data mining).
- Alumni engagement sub-committee leader at the Institute for Supply Chain Excellence and Innovation (ISEI).
- Served as a faculty advisor in the Academic Internship Program (AIP).

A/Professor and Lecturer, Operations and 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 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 and 1st in Poets & Quants, 2018).

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

Developed and instructed graduate courses within the area of Supply Chain Management and Operations. Implemented case analysis, and hosted several fortune 1000 C-suite guest speakers.

- Demonstrated case-work illustrating the practical value of decision tree modeling, logistic regression, linear programming and operations protocol.
- Initiated project collaboration through cases with Procter & Gamble, Unilever, Bombardier.

INDUSTRY

Founding Partner
Pier Consulting Group Inc.

April 2010 - Present
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 marketing 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 (including topics related to consumer behavior, product differentiation and market trends).

Sr. Manager, Market Planning (North America)
Procter & Gamble Co.

September 2007 - March 2010
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 managed forecasting initiatives leading to projected cost savings of \$14M.
- 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 and Shoppers Drug Mart.

Sr. Manager, Business Programs (Trade Marketing)
TELUS Communications Inc.

October 2005 - May 2007
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 entire data portfolio (\$1.8B) including Research in Motion, Palm and Motorola accounts.

EDUCATION AND PROFESSIONAL CREDENTIALS

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| PhD Doctor of Philosophy (Dissertation: Hierarchical Decision Making Patterns for the Placement of Physical Supply Chain Entities) University of Cape Town Graduate School of Business | July 2017 Rondebosch, SA |
| MBA Master of Business Administration (International Marketing) Wayne State University Ilitch School of Business | May 2005 Detroit, MI |
| BS (Hons) Bachelor of Science (Honors, Computer Information Systems) University of Windsor School of Computer Science | October 2003 Windsor, ON |
| BCS Bachelor of Computer Science University of Windsor School of Computer Science | June 2003 Windsor, ON |
| CIPM Certified International Procurement Manager CISCM Certified International Supply Chain Manager CISCPM Certified International Supply Chain Planning Manager International Purchasing and Supply Chain Management Institute | June 2016 December 2015 March 2019 Los Angeles, CA |

SELECTED FELLOWSHIPS, HONORS AND AWARDS

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| Inclusive Practice Fellowship Harvard University | April 2023 Cambridge, MA |
| Directors Award for Excellence Global Fleet and Products Amazon, Inc. (Global Logistics) | August 2022 Nashville, TN |
| Deans Award for Community Development University of Southern California | June 2017 Los Angeles, CA |
| Annual Golden Apple Teaching Award for Faculty University of Southern California | August 2016 Los Angeles, CA |

SELECTED PRESENTATIONS AND PUBLICATIONS

Phiroz, Z. N. (2022). Supply Chain Influences, Impacts and Perspectives. [Presentation]. American Gear Manufacturers Association, Palm Beach.

Phiroz, Z. N. (2021). *Big Data: Application of Data in Defensive Merchandising and Shrink*. [Keynote Presentation]. Institute for Supply Management, Grand Rapids.

Phiroz, Z. N. (2020). *How COVID-19 May Rattle Companies' Supply Chains*. Legal News & Analysis on Litigation, Policy: Law360. <https://www.law360.com/articles/1283697>

Phiroz, Z. N. (2020). *Perspectives of Supply Chain Competitiveness— A Handbook*. Xanadu.

Phiroz, Z. N. (2018). *Shrink Within the FMCG Space*. [Keynote Presentation]. Intermodal 2018, Sao Paulo.