

# Zal Phiroz MBA, PhD

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## HIGHLIGHTS

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- Director-level supply chain appointments at Procter & Gamble (NYSE: PG), TELUS (NYSE:T).
- Faculty appointments at Harvard University; University of California, San Diego.
- PhD (Supply Chain). Inclusive Teaching Fellowship at Harvard University.
- Expert witness on global operations / supply chains (trial, deposition, mediation, arbitration).

## ACADEMIA

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A/Professor and Lecturer, Innovation Technology and Operations  
**University of California, San Diego | Rady School of Management**

August 2019 - Present  
**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  
**University of Southern California | Marshall School of Business**

October 2014 – August 2019  
**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 5<sup>th</sup> in US News 2019 and 1<sup>st</sup> in Poets & Quants, 2018).

A/Professor and Lecturer, Supply Chain Management, Data Analysis (Term)  
**Harvard University | DCE - Graduate School of Arts & Sciences**

April 2013 – Present  
**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

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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) <b>University of Cape Town   Graduate School of Business</b>	July 2017 <b>Rondebosch, SA</b>
MBA   Master of Business Administration (International Marketing) <b>Wayne State University   Ilitch School of Business</b>	May 2005 <b>Detroit, MI</b>
BS (Hons)   Bachelor of Science (Honors, Computer Information Systems) <b>University of Windsor   School of Computer Science</b>	October 2003 <b>Windsor, ON</b>
BCS   Bachelor of Computer Science <b>University of Windsor   School of Computer Science</b>	June 2003 <b>Windsor, ON</b>
CIPM   Certified International Procurement Manager CISCM   Certified International Supply Chain Manager CISCPM   Certified International Supply Chain Planning Manager <b>International Purchasing and Supply Chain Management Institute</b>	June 2016 December 2015 March 2019 <b>Los Angeles, CA</b>

## HONORS AND AWARDS

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Directors Award for Excellence- Global Fleet and Products, Amazon Inc., 2022

Deans Award for Community Development, University of Southern California, 2017.

Golden Apple Award for Clinical Faculty, University of Southern California, 2016.

## SELECTED PRESENTATIONS AND PUBLICATIONS

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Phiroz, Z. N. (2024), *The Baltimore Bridge Collapse Is About to Get Even Messier*. [Quote]. Wired Magazine ([www.wired.com/story/baltimore-bridge-collapse-shipping-supply-chain-disruption-francis-scott-key/](http://www.wired.com/story/baltimore-bridge-collapse-shipping-supply-chain-disruption-francis-scott-key/))

Phiroz, Z. N., Bezada, N. (2024). *Legal Issues Loom For Driverless Trucking*. Law360 ([www.law360.com/articles/1792782](http://www.law360.com/articles/1792782))

Phiroz, Z. N. (2024). *The Chain: A Consumer Story*. Association for Supply Chain Management ([www.therebound.podbean.com/e/supply-chain-a-consumer-story/](http://www.therebound.podbean.com/e/supply-chain-a-consumer-story/))

Phiroz, Z. N. (2022). *What Happened Here with Food Prices? Supply Chains?*. WVOX Radio, New York ([www.youtube.com/watch?v=f6YSCySgqBU](http://www.youtube.com/watch?v=f6YSCySgqBU))

Phiroz, Z. N. (2022). *Supply Chain Influences, Impacts and Perspectives*. [Keynote 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). *Perspectives of Supply Chain Competitiveness— A Handbook*. Xanadu.