



# Mark Chockalingam Ph. D. Founder & President



Mark has consulted with a number of companies from the Fortune 500 to small and medium sized businesses:

Pfizer  
Miller Coors  
FMC  
Teva  
Eastman Kodak  
Abbott  
Oil Services Company  
Au Bon pain  
North American Breweries  
New Balance  
Celanese

## Training and Workshop Clients include:

Campbell Soup  
Honeywell  
Nomacorc  
Nstar  
McCain Foods  
Texas Instruments  
Juhayana  
Hewlett Packard  
US Navy  
Avon  
Kraft Foods  
Heinz North America  
Limited Brands  
Johnson & Johnson  
Skyworks  
Bush Brothers Beans

Dr. Mark Chockalingam is the President and Founder of Demand Planning LLC, a Business Process and Strategy Consultancy helping clients across industries: Pharmaceuticals, Consumer Products, Food and Beverage, High Technology, Utilities, Chemicals and Fashion Apparel. His specialty consulting areas are Sales forecasting, Demand management, Supply Chain Analytics, Inventory optimization and Sales and Operations Planning.

Dr. Chockalingam has worked on many strategic projects that have resulted in major business transformation for clients. This includes helping companies re-design processes and implement the right technologies that have resulted in improved customer service and lower working capital costs. Other transformational efforts have included turning around processes and educating the sales force to provide appropriate market intelligence and insights to improve operational decision making.

Dr. Chockalingam has also spoken at major industry events such as APICS the Association for Operations Management, The Institute of Business Forecasting, IE Group conferences as well as international conferences in Europe and Far East. He has conducted numerous training and strategy facilitation workshops for a variety of clients around the world. A partial list of training clients is included on the left.

Prior to establishing his consulting practice, Mark has worked with manufacturing companies in important supply chain positions. Mark was Director of Market Analysis and Demand Planning for the Procter and Gamble company in Boston, MA. Mark led the transformation to turn-around the demand planning process for Oral Care Braun as well as the Grooming businesses. Before Gillette, Mark led the Sun care, Footcare and OTC forecasting processes for Schering-Plough Consumer HealthCare in Memphis after a brief stint working for Federal Express in their international forecasting group.

Mark has a Ph. D. in Finance from Arizona State University, an MBA from the University of Toledo and is a member of the Institute of Chartered Accountants of India. Mark currently serves as the President of the Boston Chapter of APICS - The Association for Operations Management.

Mark has been quoted by many authors and cited in industry periodicals. He writes the Forecasting Blog at [www.forecastingblog.com](http://www.forecastingblog.com).

