
Mark Chockalingam

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Business Analytics and Strategy

Strong background in Supply Chain Management, Finance, and Econometric modeling using advanced statistical methods. A Ph.D. in finance, with rigorous training in quantitative analysis and experience with advanced statistical software, presently leading VCP Associates on BPR and Strategy Consulting Assignments.

- *Vast experience in [demand planning and management](#) for manufacturing supply chains*
 - *Develop and implement forecast processes and collaborative business relationships ([CPFR](#))*
 - *Interpersonal skills and the ability to implement change and drive broad based buy-in to process initiatives*
 - *Excellent Presentation skills – conducted various industry presentations at Professional Conferences*
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Skill Portfolio

Econometric Modeling

- Developed consumption-based planning model using syndicated ACNielsen data
- Developed and implemented value market share models, MLR models of consumption and shipments for senior management decision making
- Designed and developed econometric models for forecasting volumes, yield and weight, analyze line-haul assumptions and develop a system-constrained forecast using Linear Programming Techniques
- Designed a trans-continental traffic flow and capacity constraint model to evaluate long-term capacity requirements and flight expansion Plans, pinpoint flow imbalances in the world-wide system and suggest venues for creative flight scheduling to optimize the air-network

Quantitative Skills

- Multiple Regression models including OLS, GLS and non-linear estimation
- Time-series modeling using Exponential Smoothing, AR, ARIMA and transfer function techniques
- Limited Dependent Variables with Probit, Logit and Conditional Tobit Modeling
- Aggregation and dis-aggregation of forecasts to achieve internal consistency in revenue planning

Exploratory Analytics

- Design and development of a Pareto Analytics process to highlight and resolve significant forecast errors. Designed an Intranet-based exception reporting system in SAS
- Developed Customer Segmentation Models and built Customer Clusters for focused Service strategy.
- Designed and conducted Financial Market Research on tick-to-tick prices, bid-ask spreads and volume on the New York Stock Exchange using large NYSE transaction databases.
- Identification of the latest Retail trends through analysis of customer point-of-sale data and assess the organization readiness to different scenarios of demand

Measurement and Benchmarking

- Developed an OLAP tool to mine, measure and report forecast accuracy and sales variances from plan and generated a balanced scorecard to report organizational metrics to senior management.
- Developed Customer collaboration metrics on the Vendor-managed Inventory (VMI) and CPFR

initiatives.

Supply Chain Management

- Implemented significant Systems enhancements including Manugistics Upgrade to version 6.1.4 and automation of the forecast error reports in Oracle Sales Analyzer and exception reports in SAS
- Led a cross-functional team to manage demand on supply-constrained items to minimize stock-outs
- Improved first time fill rates by 10 points to the high 90s for Fortune 500 companies
- Improved Demand forecast error by almost 40% at the item DC level and achieved forecast accuracy within 30% to 40% MAPE for previous employers

Computing Skills

- Expert Knowledge in SAS including IML, Macros, SQL, and ETS Modules
 - Designed a datamining and intranet reporting system using Base SAS, Proc Univariate and the output delivery system
 - Expert user of Proc Sort, Summary, Transpose and SAS Graph for advanced exploratory analysis
- Shell scripting in Unix and Windows NT
- Significant experience in implementing forecasting and demand planning systems across various business models for the Transportation industry, HealthCare and CPG products.
- Advanced user of [Manugistics](#) demand planning, and [Business Objects](#)
- Working Knowledge of Oracle, VBA for Excel, SAP R/3, APO and Business Information Warehouse

Collaboration, Facilitation and Presentation Skills

- Collaborated with the Supply partners in establishing appropriate safety stock levels
- Coached business partners on the value of accurate demand plans using an unbiased forecast

Experience

Director, Market Analysis and Demand Planning

2001 - 2003

The Gillette Company, Boston, MA 02199

Led the Market Analysis and Demand Planning group (Oral Care Braun and Grooming) in the Sales and Operations Planning Processes. Develop consumption and market share models for senior management decision making.

Suncare Forecast Manager

1998 - 2001

Schering-Plough Corporation, Memphis, TN 38161

Led the Monthly Planning (S&OP) process for the Coppertone businesses including analysis of customer based forecast, and achieve marketing consensus on quarterly and annual revenue estimates.

Technical Advisor

1996 - 1998

Federal Express Corporation, Memphis, TN

Experiences Prior to 1996 include:

Research Associate, Department of Finance, Arizona State University

Management Accountant, Sundaram-Clayton Ltd., Chennai, India

Auditor, Price-Patt & Co., Chartered Accountants, Madras, India

Education

Ph.D. in Finance, Arizona State University, December 1996

MBA, The University of Toledo, July 1988

ACA, The Institute of Chartered Accountants of India, July 1985

B.Com., Madras University, Madras, India, July 1984

Professional Presentations/Awards

Institute of Business Forecasting Conferences - Presentation Workshops

- [CPFR A Tutorial, Boston, August 2003](#)
- [Collaborative Account Based Forecasting, Amsterdam, June 2003](#)
- [Exception Management Approach to Improve Forecast Accuracy, San Diego, October 2002](#)
- [Customer Collaborative Initiatives: How to leverage collaborative partnerships to increase forecast accuracy, improve customer service and manage demand, Orlando, October 2001](#)
- [Tracking and Measurement of Forecast Accuracy and Implications for Safety Stock Planning, Scottsdale, AZ, February 2001](#)
- [Ship-to-Share: Market Share, Consumption Modeling and Strategic Forecasting, Chicago, July 2000](#)
- Bottom-up and top-down approach to Business Forecasting, Orlando, October 1999

Recognition for achieving high forecast accuracy, Schering-Plough HealthCare Products

FedEx Excellence Award for Innovative Thinking, Aug. 1997

Teaching Assistant Excellence Award, Arizona State University, 1993-1994