

Concordia Institute for Information Systems Engineering

**THE CONCORDIA INSTITUTE FOR INFORMATION SYSTEMS
ENGINEERING
IS PLEASED TO PRESENT THE FOLLOWING GUEST LECTURE IN
OUR CIISE DISTINGUISHED SEMINAR SERIES**

Dr. Sophie D'Amours, Professor
Canada Research Chair Tier 1 in Planning Forest Sustainable Networks
Laval University

Can Value Chain Optimization Help the Canadian Forest Products Industry?

The Canadian forest industry has always relied on its massive fibre supply, capturing economies of scales through its processes and a low cost commodity business model. The implemented business model is no more sustainable for the industry, either economically, environmentally or socially. We believe that a full understanding of the Value Chain is needed in order to synchronize and optimize forest with business decisions so that market opportunities are optimally exploited while sustaining and improving Canada's forest assets. This presentation will first review a value chain optimization framework. Then, value chain decisions in which network economies can be captured through integrative and collaborative planning approaches will be discussed. Business cases will be used to showcase potential benefits of using OR methods such as MIP and Integrated optimization/simulation approaches.

Biography: Sophie D'Amours holds a mechanical engineering bachelor degree, a MBA and a PHD in Mathematics for engineers. She joined University Laval in 1995 and is now full professor. She holds a Canada Research Chair Tier 1 in Planning Forest Sustainable Networks as well as an NSERC Industrial Chair on Collaborative Integration and Synchronization of the Forest Products Supply Chains. Professor D'Amours recently was named scientific director of the NSERC Strategic Network on Value Chain Optimization in the Forest Products Industry. She is actually leading the FORAC Research Consortium and is the co-director of the CIRRELT. Over the years, professor D'Amours has served on different committee such as NSERC Grant Committee; FPInnovations Advisory Board and the Board of the Foundation pour l'alphabétisation du Québec. Finally, Professor D'Amours was awarded the YWCA Women Award in Technology (2003), the Practice Award from the Canadian Society of Operational Research (2007) as well as the "Distinction Henri-Gustave-Joly-de-Lotbinière" for an exceptional contribution to the forest sector in Québec.

Thursday, March 25, 2010

16:00 – 17:00

EV003.309