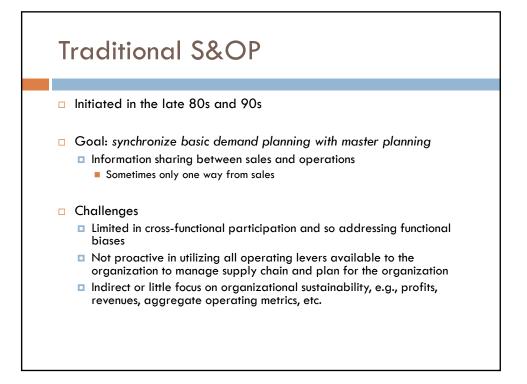
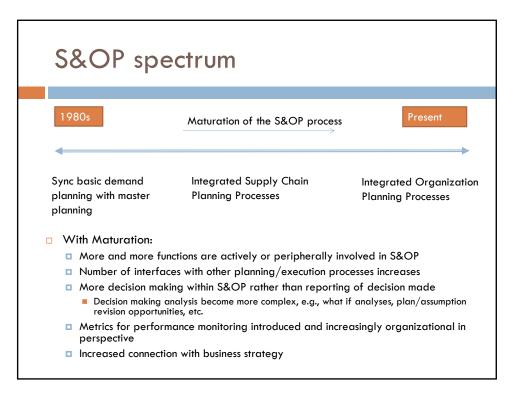
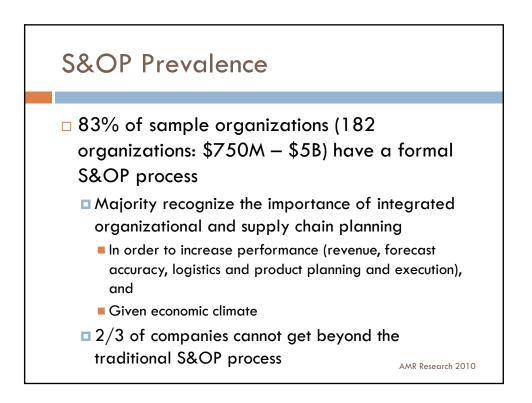
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THE SALES & OPERATIONS PLANNING SPECTRUM

loel Watson PhD, OPS MEND









- Noel Watson is founder of OPS MEND, a research consulting firm focused on supply chain operations strategy for organizations in the private and public sectors. The firm works with organizations to create and execute tailored research programs focused on either their novel supply chain issues or novel supply chain solutions for their vexing supply chain issues. Dr. Watson's general research interests over the past 12 years have been the organizational/ behavioral and operational issues surrounding effective supply chain forecasting and planning across and within firms.
- Prior to founding OPS MEND, Dr. Noel Watson had research appointments at Harvard Business School, Massachusetts Institute of Technology and Zaragoza Logistics Center, Spain host of the MIT Zaragoza International Logistics Program.
- A3 Riverside Ave, Suite 103, Medford, MA 02155
 - Tel: (855) OPS-MEND
 - nwatson@opsmend.com
 - www.opsmend.com

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