

**Chapter 21 Channels of Distribution
Career Chatroom Career Profile**

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Q What do you do at work?

A I am a management and systems consultant in a supply chain. I focus on the operations of a company including forecasting and planning, procurement, manufacturing, import/export, warehousing, logistics, and distribution. I am also an expert in China sourcing and manufacturing, and have traveled all over the world to work on projects for my clients. My project work typically includes improving processes so that the supply chain can move faster and more efficiently. I am often involved in implementing software to support the improved processes and satisfy the need for information across the supply chain.

Q What was your first job in marketing?

A I graduated from Arizona State University with a degree in business logistics. During my senior year at ASU, I worked part time at a customs broker at the Phoenix airport. There I learned how to clear industrial goods through U.S. Customs and how to arrange shipping for products that were exported.

Q What skills are most important to you?

A In the consulting world, analytical skills are very important. For nearly every project, I collect data, analyze it, and draw conclusions. These conclusions are typically delivered in a written report and a PowerPoint presentation. Communications skills are also extremely important to effectively make arguments to clients. Communications must be crisp, logical, and backed up by accurate data. I also believe that cross-cultural skills are important. We live in a global economy and to be successful, you need to understand the different cultures you work with, and be able to communicate successfully.

Q What is your key to success?

A I believe I have been very successful because I always put my clients first. I try to understand their business needs and issues, and help them grow profitably. In addition, I believe networking is important. As I have moved through my career, I always try to maintain contact with colleagues and other business people. Many of these people have become lifelong friends. Of course, hard work is also necessary to every career.