

Strategic Raw Material Sourcing

2 days

Building sustainable agricultural value chains

Who should attend:

- Business food & beverage industry professionals
- Professionals and managers who are, or will soon be, managing a business, division or project, as well as current and future members of management teams.

Course description:

This module in Building Sustainable Value Chains focuses on understanding and developing solutions to global food & beverage industry challenges for the 21st century.

Seminar Objectives:

BSL's course in Strategic Raw Material Sourcing will enable you to understand key issues related to the sustainable sourcing of agricultural raw materials, and to learn about industry best practices to overcome significant related challenges. The course will cover:

- How to be an effective change agent for sustainable value chains in agricultural raw materials.
- The up-to-date knowledge managers need about current or upcoming technology options facilitating strategic shifts to sustainable value chains in agricultural raw materials.
- How to be effective in promoting intrapreneurship but also entrepreneurship and handling stakeholder interaction at farm level.

Aileen Ionescu-Somers, Ph.D

Aileen Ionescu-Somers joined BSL as a partner in January 2016 with responsibilities for thought leadership, applied research, innovation and sustainability. Previously she was Director of a membership driven learning platform for strategic innovation for sustainability at the prestigious business school IMD for some 15 years. Before IMD, she worked 13 years with the conservation NGO WWF where she was head of WWF's international projects unit. While at WWF, she also acquired in-depth experience as project and program manager for the Latin American & Caribbean and Africa & Madagascar regions. Dr. Ionescu-Somers currently holds or has held board positions at several international companies and organizations. An Irish citizen, she holds an MSc in Environmental Management from Imperial College London, and an MA in linguistics, Higher Diploma in Education and PhD (Business Strategy) from the National University of Ireland. She is also a certified design thinking and change management expert, as well as a certified group dynamics coach.

This course is an integral part of the DAS in Sustainable Business (30 ECTS in total) and BSL's MBA in Sustainable Business (60 ECTS in total).

For registration: melanie.lechene@bsl-lausanne.ch