

# Zal Phiroz MBA, PhD

zphiroz@ucsd.edu | San Diego California

## HIGHLIGHTS

Industry Experience Faculty Appointments

| BS (CIS Hons.) | BCS

## Qualifications

### ACADEMIC EXPERIENCE

TELUS (NYSE T) | Procter & Gamble (NYSE PG) |

F1000 SCM Consulting Harvard (FAS) | USC

(Marshall) | MSU (Broad) | UCSD (Rady) PhD | MBA

Lecturer, Innovation Technology and Operations  
**University of California, San Diego | Rady School  
of Management**

August 2019 - Present **San Diego, CA**

Instructed and developed senior level undergraduate, MSBA, MBA courses in Operations Management, Supply Chain Analytics and Business Analytics.

- Hosted C-suite speakers, and collaborated with industry partners (e.g. Flex, PetCo, Apple, Intel) ensuring course content alignment with market trends and industry recruitment standards.
- Developed course content integrating industry trends with analysis of various operations / supply chain areas (e.g. forecasting, demand projection and data mining).
- Alumni engagement sub-committee leader, within the Institute for Supply Chain Excellence and Innovation (ISEI).

A/Professor and Lecturer, Operations and Data

Analytics **University of Southern California |  
Marshall School of Business**

October 2014 – August 2019 **Los Angeles, CA**

Developed and instructed compulsory junior and senior level undergraduate, MS, MBA and OMBA courses in Operations Management, Management Consulting and Data Analytics for Decision Making.

- Developed data analysis modules on regression through JMP/R, focusing on clustering, classification, forecasting, queueing etc.
- Developed core Operations and Data Analysis courses for the undergraduate and initial Online MBA curriculum (ranked 5<sup>th</sup> in US News 2019 and 1<sup>st</sup> in Poets & Quants, 2018).

Lecturer (Term), Supply Chain Management /  
Operations Management **Harvard University |**

**Faculty of Arts and Sciences (DCE)**

April 2013 – Present **Cambridge, MA**

Developed and instructed graduate ALM courses within the area of Supply Chain Management and Operations. Implemented case analysis, and hosted several C-suite guest speakers.

- Demonstrated case-work illustrating the practical value of decision tree modeling, logistic regression, linear programming and operations protocol.

- Initiated project collaboration through cases with Procter & Gamble, Unilever, Bombardier.

## INDUSTRY EXPERIENCE

Founding Partner  
**Pier Consulting Group Inc.**

April 2010 - Present  
**Los Angeles, CA | Windsor, ON**

Collaboration with medium/large corporations on various areas of data analysis including sustainability, global logistics, supply chain management metrics, marketing segmentation and forecasted demand simulation.

- Direct marketing research and data analysis on competitive markets, cluster target demographics, growth opportunities and market niches.
- Provided predictive modeling and demand projection through various forms of regression analysis, meeting cross-functional cost optimization strategies.
- Collaborated with fortune 500 corporations including Procter & Gamble, DHL and Accenture. · Served as an expert witness, providing testimony/deposition and consulting on product liability including topics related to consumer behavior, product differentiation and market trends.

**& Gamble Co.**

September 2007 - March 2010 **Cincinnati, OH |**

Manager, Market Planning (North America) **Procter Toronto, ON**

Managed national and international supply chain projects across the entire Procter & Gamble product portfolio. Responsible for market data analysis, demand forecasting and projection, national/international process customization, resource usage and high-level market analysis.

- Managed international supply chain processes and optimization initiatives across Procter & Gamble's \$2.9B pet care sector.
- Developed and managed forecasting initiatives leading to projected cost savings of \$14M. · Led cross-functional US and Canadian analysis teams in the area of shrink. Recommended and successfully implemented strategies to reduce margin loss at partner retailers, warehouse and production plants, resulting in annual savings of \$23M across all banners.
- Initiated and managed national pilot programs for joint forecasting and supply chain customization with major partner retailers including Wal-Mart, Target and Shoppers Drug Mart.

**TELUS Communications Inc.**

October 2005 - May 2007 **Toronto, ON**

Manager, Business Programs (Trade Marketing)

Developed business programs within the TELUS data portfolio, interfacing with Product Development Direct Marketing, and Marketing Communications teams. Managed marketing objectives and developed specific sales programs using classification and projection regression simulation.

- Collaborated directly with sales channels (Independent Dealers, Enterprise, and Small/Medium Business) in establishing sales targets, distribution and promotional objectives.
- Managed entire data portfolio (\$1.8B) including Research in Motion, Palm and Motorola accounts.

## EDUCATION AND PROFESSIONAL CREDENTIALS

PhD | Doctor of Philosophy (Dissertation: Hierarchical

Decision Making Patterns for the Placement of Physical Supply Chain Entities)

**University of Cape Town | Graduate School of Business**

MBA | Master of Business Administration (International Marketing) **Wayne State University | Ilitch School of Business**

BS (Hons) | Bachelor of Science (Honors, Computer Information Systems) **University of Windsor | School of Computer Science**

BCS | Bachelor of Computer Science **University of Windsor | School of Computer Science**

CIPM | Certified International Procurement Manager  
CISCM | Certified International Supply Chain Manager  
CISCPM | Certified International Supply Chain Planning Manager  
**International Purchasing and Supply Chain Management Institute**

## HONORS AND AWARDS

Directors Award for Excellence- Global Fleet and Products, Amazon Inc., 2022 Deans Award for Community Development, University of Southern California, 2017. Golden Apple Award for Clinical Faculty, The University of Southern California, 2016.

## SELECTED PRESENTATIONS AND PUBLICATIONS

July 2017  
**Rondebosch, SA**

May 2005  
**Detroit, MI**

October 2003 **Windsor, ON**

June 2003  
**Windsor, ON**

June 2016  
December 2015 March 2019  
**Los Angeles, CA**

Phiroz, Z. N. (2022). Supply Chain Influences, Impacts and Perspectives. [Presentation]. American Gear Manufacturers Association, Palm Beach.

Phiroz, Z. N. (2021). *Big Data: Application of Data in Defensive Merchandising and Shrink*. [Keynote Presentation]. Institute for Supply Management, Grand Rapids.

Phiroz, Z. N. (2020). *How COVID-19 May Rattle Companies' Supply Chains*. Legal News & Analysis on Litigation, Policy: Law360. <https://www.law360.com/articles/1283697>

Phiroz, Z. N. (2020). *Perspectives of Supply Chain Competitiveness— A Handbook*. Xanedu.

Phiroz, Z. N. (2020). *Supply Chain Insights and Modifications in a Pandemic*. [Presentation]. University of California Speaker Series, San Diego.

Phiroz, Z. N. (2018). *Shrink Within the FMCG Space*. [Keynote Presentation]. Intermodal 2018, Sao Paulo.

Phiroz, Z. N. (2014). *How US Private Wealth Management Offices Explore and Participate in Canadian Investment Opportunities*. [Keynote Presentation]. Private Wealth Management Forum, Newport.

Phiroz, Z. N. (2014). *Supply Chain of Human Rights*. [Presentation]. TEDx VanderbiltPark. Johannesburg.