



# RENDEZ VOUS BY LIDD

WHERE DIGITAL AND PHYSICAL  
INFRASTRUCTURE MEET

**OCTOBER 25, 2024**

InterContinental Hotel, Montreal

# Welcome to LIDD Rendezvous 2024!

We are thrilled to have you join us in our hometown of Montreal. Rendezvous brings together our staff, clients, and partners from many industries and across LIDD's work in supply chain strategy, design, and technology. This cross-pollination is deliberate – by sharing stories with people working in various realms, we hope to spur new ideas and connections.



Our theme this year is the intersection of supply chain technology and physical infrastructure. Within organizations, these areas are sometimes managed by different teams and planned separately, but they are highly related.

We hope to show how the design and execution of both facilities and software go better when considered together. Enjoy the content and spirit of Rendezvous today. We hope you get to connect with friends new and old.

Thank you again for coming!

The LIDD Team

## Event Schedule

8:00 - 9:00	Breakfast sponsored by Swisslog
9:00 - 9:45	Welcome Remarks <i>Charles Fallon</i> Nordheimer
9:45 - 10:30	Technology: We went live, now what? <i>Ben VanderBeek, Lance Tennier, Erik Larsen , and Lori King</i> Nordheimer
10:30 - 10:45	Coffee Break
10:45 - 11:30	Realizing the Value of Warehouse Automation: Overcoming Financial, Implementation, and Operational Challenges <i>Jennifer Hall, Leon Johnson, Melissa Pryszyk, and Simon Laberge</i> Nordheimer
	PAT Cup Case Competition <i>Angelika Sabourin</i> Fraser
11:30 - 13:15	Lunch sponsored by Dematic LIDD office tour at 12:15   Meet outside Nordheimer
13:15 -14:15	AI in Supply Chain & Distribution: Demystifying Analytics and Unlocking Practical Impact <i>Ghislain Gagné</i> Fraser
	Streamline Operations by Aligning Your Physical and Digital Infrastructure <i>Mathieu Galipeau and Jason Theophanes</i> Nordheimer
	New Facility Decision Making Process <i>Mark Moore</i> Wilcom
14:15-15:00	Strategies for Effective Supply Chain Planning <i>Jeff O'Neill and Emilio Colangelo</i> Nordheimer
	Waste Not, Feed All: The Role of Supply Chain Infrastructure in Food Rescue <i>Gabrielle Tiven, Isaac Jenne, Shawn Lee</i> Wilcom
	The Roadmap for Successful E-commerce Automation <i>Nick Klein and Ravinder Birak</i> Delafond
15:00-15:15	Coffee Break
15:15-16:00	Optimizing Distribution Networks: Designing for Scalability and Seasonality <i>Jim Falk and Jeff Hamilton</i> Nordheimer
	Orchestrating Automation: Mastering Human and Forklift Workflows Before Robotics <i>Laurent Bourque and Jean-Martin Roux</i> Wilcom
16:00 - 16:30	Closing Remarks <i>David Beaudet</i> Nordheimer
16:30 - 18:30	Rest LIDD office tour at 16:45   Meet outside Nordheimer
18:30 - 20:30	Dinner sponsored by CMC <i>Les Voutes/The Vault</i>



All events will take place at

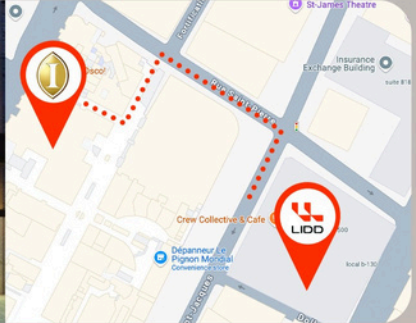


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HOTELS & RESORTS



**InterContinental Hotel**

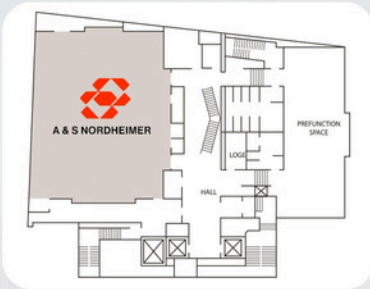
📍 360, Saint-Antoine Street West Montréal (Québec)



**LIDD Consultants**

📍 360 Rue Saint-Jacques Montréal (Québec)

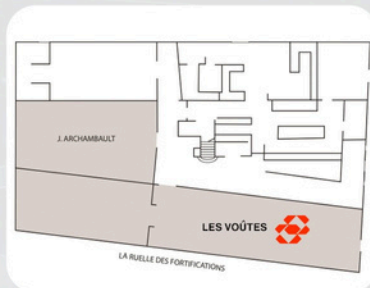
We'll use the following rooms:



**Nordheimer  
(5th floor)**



**Delafond, Wilcom and Fraser  
(4th floor)**



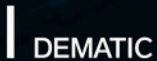
**The Vault  
(Ruelle Level)**

# Thank you to our sponsors for helping us produce the LIDD Redezvous



## CMC Design Build

CMC Design Build specializes in planning, engineering and building food & beverage processing and distribution facilities throughout the US. Our services include network analysis, site search, material handling analysis, facility sizing, process flow design, food safety analysis, architecture, engineering and construction. Our charge is to deliver optimized value in our projects by understanding our client's business and goals and then balancing the cost, quality and schedule of projects to meet those goals.



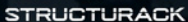
## Dematic

Dematic designs, builds, and supports intelligent automated solutions empowering and sustaining the future of commerce for its customers in manufacturing, warehousing, and distribution. With research and development engineering centers, manufacturing facilities, and service centers located in more than 26 countries, the Dematic global network of over 10,000 employees has helped achieve successful customer installations for some of the world's leading brands. Headquartered in Atlanta, Dematic is a member of KION Group, one of the world's leading suppliers of industrial trucks and supply chain solutions.



## Körber

Supply chains are growing more complex by the day. Körber Supply Chain Software uniquely provides a broad range of proven end-to-end solutions tailored to help manage the supply chain as a competitive advantage. Fitting any business size, strategy or industry, our customers conquer the complexity of the supply chain thanks to our portfolio of software, voice, and robotics solutions – plus the expertise to tie it all together. Since 2014, Körber has been expanding our footprint in the supply chain software space, uniting several companies to become the ultimate supply chain champion. From Warehouse Management Systems to Order Management Systems, we have built the expertise to deliver end-to-end solutions for an integrated ecosystem.



## Structurack

Adapted to your constraints, Structurack integrates various storage systems to create picking and pallet storage solutions. Based on your requirements and our analysis, we create the ideal storage solution. And since being environmentally friendly is non-negotiable, we encourage reusing your current components. We manage the whole project – from supervising manufacturing to shipping and installation – without forgetting to train workers for the efficient and safe use of the storage systems installed.



## Swisslog

Swisslog delivers data-driven & robotic solutions for your logistics automation alongside reliable, modular service concepts. Collaborating with forward-thinking companies, we are committed to setting new standards in warehouse automation to provide future-proof products and solutions. As part of the KUKA Group, our customers trust the competence of our passionate employees – more than 14,000 people working across the globe.





## SPEAKERS

### Welcome Address

Charles kicks off Rendezvous with an address to the attendees.



#### Presenter:

### Charles Fallon

**LIDD Consultants**

*President*

Charles has been working as a supply chain consultant since 1998. He has worked with clients at all levels of the supply chain, from manufacturers to retailers, in a wide array of industries including food, pharmaceuticals, garments and construction materials. He has extensive experience in supply chain strategy, technology, facility design & implementation and operations.

### Technology: We Went Live, Now What?

Congratulations on the successful launch of your business software! It's a huge achievement after months of hard work and investment. But the journey doesn't end here. Post-go-live challenges can arise, and being prepared is crucial.

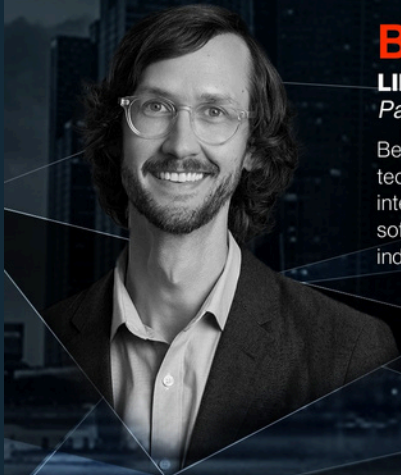
#### Panelists:

### Ben VanderBeek (Host)

**LIDD Consultants**

*Partner*

Ben has more than 10 years of experience in leading technology teams, with numerous implementations and integrations of NetSuite Enterprise Resource Planning (ERP) software within distribution, ecommerce, and manufacturing industries. He leads the NetSuite practice at LIDD.





## Erik Larsen

**Ginsberg**  
*VP of Operations*

Erik Larsen is the Vice President of Operations at Ginsberg's Foods, with over 12 years of experience in leadership roles within the foodservice distribution industry. He currently oversees Transportation, Warehousing, Logistics, Facility Maintenance, and Food Safety. Erik previously spent nine years at Target Corporation, where he gained extensive leadership experience in Distribution and Food Operations. He is deeply committed to continuous leadership development, both for himself and others, and is an active community and industry leader, a married father of two, and an avid hockey player.



## Lance Tennier

**TDL Canada**  
*VP of Operations*

Lance is the VP of Operations at TDL Canada Inc., overseeing various departments to ensure efficiency and seamless integration. With a strong background in operations management, logistics, and process optimization, he has significantly contributed to the company's growth. Lance is a strategic thinker and a champion of operational excellence, dedicated to continuous improvement and innovation. He plays a key role in shaping the future of TDL.



## Lori King

**Annie Selke**  
*CEO*

Lori is a seasoned leader and executive with expertise in finance, operations, technology, and marketing. She excels at driving growth and organizational change through collaborative cultures. As CEO of Annie Selke, she improved strategic planning, marketing, and valuation. Previously, she served as President and COO of Stonewall Kitchen for 22 years, achieving substantial growth. Lori successfully led the sale of both companies to private equity firms.



**SPEAKERS**

## **Realizing the Value of Warehouse Automation: Overcoming Financial, Implementation, and Operational Challenges**

### **Panelists:**



### **Jennifer Hall (Host)**

**LIDD Consultants**

*Partner*

Jennifer has executed numerous distribution center design, expansion and implementation projects focusing on food, beverage and consumer goods. Her work involves helping clients design, justify and implement facilities' infrastructure, e-commerce platforms and meal-solution operations.



### **Leon Johnson**

**Walmart Canada**

*Director, Engineering & Capital Management*

Leon is a seasoned supply chain professional, based out of Toronto, specializing in designing, optimizing and implementing distribution capabilities through the use of process design, material handling technologies and automation. In his current role, Leon oversees Engineering, Continuous Improvement and Asset Management for Walmart Canada's network of distribution and fulfillment centers.



Industry experts discuss the latest trends in automation that are shaping the future of design. The session will highlight best-use cases and seamless integration in distribution facilities. The panel will cover how they can be cost justified and incorporated reliably, not only to streamline operations but also to improve overall cost productivity.



## Melissa Pryszlak

**PetValu**  
*VP DC Operations*

Melissa is a licensed Professional Engineer (industrial) and an experienced supply chain leader with over 20 years in the field. With a decade dedicated to all areas of the supply chain and ten years in manufacturing prior, Melissa has a robust background in both sectors. She has spearheaded supply chain transformations, focusing on modernization and automation within the grocery retail industry and currently serves as the Vice President of DC Operations for PetValu.



## Simon Laberge

**Canac**  
*Project Director*

Simon Laberge is Project Director at Canac, where he has been instrumental in driving digital transformation over the last decade. After earning a degree in industrial engineering from Université Laval, Simon applied his expertise to modernize Canac's supply chain, leading projects like the implementation of a new WMS system, supply chain software, and optimizing warehouse operations. Today, Simon is at the forefront of Canac's automation journey, overseeing the development of a state-of-the-art distribution center in Drummondville, focused on leveraging robotics and automation to enhance operational efficiency and scalability.



## SPEAKERS

### PAT CUP Case Competition

This year's case is set at the CISSS of Montérégie-Ouest, a regional healthcare system in Quebec. With over 11,000 employees, an annual budget of \$1.3 billion, and 120 sites including hospitals, clinics, and long-term care facilities. LIDD staff had a chance to visit the facility and analyze its current state. During this session they will present their ideas on how to optimize the layout and processes.

The PAT CUP is named for Patrick Neely, a colleague and friend who passed away tragically in 2019. Pat was a smart engineer, a dedicated teammate, a talented athlete, and an incredibly kind person, always making sure that everyone at work felt included socially. The PAT CUP, which goes to the winner of our annual case competition, helps keep his memory alive.

#### Presenters:

### Angelika Sabourin

**LIDD Consultants**  
*Partner*

Angie has more than 10 years of experience in integrating distribution technologies in supply chain operations, and has successfully managed numerous WMS Solochain implementation projects. She worked as an IT Director at one of the biggest Canadian publishing companies, and joined LIDD as a Director. Angelika holds a bachelor's degree in Operations and Logistics Engineering and a Diplôme d'études supérieures spécialisées (DESS) degree in Innovation Management from École de Technologie Supérieure de Montréal.

### Martine Legault

**CISSS de la Montérégie-Ouest**  
*Director of Logistics*

With over 15 years of work experience in logistics, Martine is currently the Director of Logistics at CISSS de la Montérégie-Ouest, a regional health and social services organization in Quebec. Before joining CISSS, she was the Director of Supply Chain Optimization and Continuous Improvement at Groupe Deschenes, a leading distributor of plumbing and heating products in Canada. There, she was responsible for developing and executing the supply chain strategy, optimizing processes and driving continuous improvement projects. Martine holds a master's degree in project management from ESG UQAM, as well as certifications in Project Management Professional (PMP), ASQ Certified Manager of Quality/Organizational Excellence (CMQ/OE) and ASQ Certified Six Sigma Black Belt.

# Streamline Operations by Aligning Your Physical and Digital Infrastructure

Your distribution and manufacturing operations are supported by both physical and digital infrastructure. Both of these need to work in unison to achieve operational efficiency and provide predictable, consistent and reliable throughput. This is achieved by involving both the technology and operation stakeholders when planning future investments, similar to concepts evoked in the DevOps methodology.

## Presenters:

### Mathieu Galipeau

**LIDD Consultants**  
*Partner*

Mathieu integrates distribution technologies and optimizes supply chain infrastructure for clients across various industries. He leads LIDD's Microsoft & digital transformation practice and has successfully managed more than 20 business software solution projects. He focuses on systems such as Enterprise Resource Planning (ERP), Warehouse Management Systems (WMS) and Manufacturing Execution Systems (MES).

### Jason Theophanes

**Old Trapper Smoked Products**  
*Director of Technology*

A self-driven technologist who strives for greatness through successful implementation of enterprise software. Multi-disciplinary technology leader always looking to learn and understand trends before they are mainstream. Successfully architected the design and implementation of a 10Gbps bifurcated networking infrastructure between multiple buildings, Solochain WMS implementation, PowerBI implementation, and Business Central ERP implementation.



**SPEAKERS**

## **AI in Supply Chain & Distribution: Demystifying Analytics and Unlocking Practical Impact**

This presentation will break down the potential of AI and analytics for supply chain and distribution professionals, offering real-world examples and insights into how AI can optimize operations. Attendees will leave with a clear understanding of actionable steps to get started with AI initiatives and ensure sustained, long-term impact.

**Presenter:**

### **Ghislain Gagné**

An experienced AI executive with over 18 years of experience, Ghislain specializes in designing and deploying AI systems for mission-critical operations across industries such as aerospace & defense, infrastructure, supply chain, banking, and asset management. With a proven track record of leveraging a comprehensive spectrum of analytics and AI techniques, Ghislain has led AI programs that have delivered over \$100 million in business value, significantly improving operational efficiency and internal capabilities.

Currently, as the CEO of a stealth-mode AI startup in the aviation sector, Ghislain is developing innovative technologies to support operational decision-making. Previously, as the Canadian lead of QuantumBlack AI by McKinsey, Ghislain expanded the team of AI practitioners across the country, driving innovation and delivering transformative solutions for complex industries.



## New Facility Decision Making Process

When the time comes to expand operations, decision making kicks into overdrive. Options abound: expand existing facilities, expand to an existing building and retro-fit, greenfield build-to-suit, lease, buy. Of course, there are pros and cons to each option. This session will examine this evaluation process.

### Presenter:

## Mark Moore

**CMC Design Build**  
*President*

Mark has been President and CEO of CMC Design Build since 1993, leading the company in designing and building food and beverage processing and distribution facilities nationwide. CMC's services aim to optimize facility construction and operation costs, including distribution network analysis, systems design, site selection, labor studies, utility efficiency, and food safety protocols. Mark also has operational experience in third-party food distribution, managing over one million square feet of facilities in the New York area.



## SPEAKERS

### The Power of Supply Chain Planning

Struggling with inaccurate forecasts and inefficient inventory management? Learn how to break free from reactive cycles that drain profits. Leveraging his experience leading operations at companies like Agrocrop, McCain and PepsiCo, Jeff O'Neill shares practical solutions to inventory management and supply chain planning using specialized software. Attendees will leave with an understanding of how to enhance their planning practices, along with motivation and actionable steps to drive improvements in their own organizations.

#### Presenters:

#### Emilio Colangelo

**LIDD Consultants**  
*Managing Director*

Emilio is focused on transforming operations through meticulous planning and technology integration. He excels in driving improvements in forecasting, inventory management, and customer service levels. Emilio is known for his pragmatic approach to planning, emphasizing data-driven decision-making. His dedication to client success is evident in his commitment to fully leverage technology and processes to achieve business objectives, making him a valued partner in the food and beverage industry.

#### Jeff O'Neill

**Agrocrop Exports**  
*Chief Operating Officer*

Jeff O'Neill is an experienced consumer packaged goods executive with 30 years in general management, marketing, and sales roles. Leading up to his role at Agrocrop, Jeff progressed through several Sales and Marketing positions in CPG, including Quaker Oats, PepsiCo, and McCain Foods. Most notably, he was President & Chief Operating Officer at High Liner Foods from 2015 to 2018. Jeff is skilled in driving growth by leveraging his strategic planning acumen, building branded portfolios, operating in highly complex supply chains, instilling commercial & financial excellence, cost structure optimization, and creating consumer focused innovation.



# Waste Not, Feed All: The Role of Supply Chain Infrastructure in Food Rescue

On the one hand, large amounts of food go to waste across the food supply chain. On the other, more and more people in North America are food insecure and need to access food pantries or other emergency food sources. Can one problem be the solution to another? Can rescued food be an answer to hunger? Yes, and it takes supply chain infrastructure to make the connection. Hear examples of innovative uses of facilities, equipment and technology that enable excess food to get to people in need, and then brainstorm how you could play a part in this effort.

## Presenters:



### Gabrielle Tiven

**LIDD Consultants**  
*Senior Partner*

Gabrielle leads initiatives with non-profits addressing food insecurity. She guides organizations on supply chain strategy and has researched food waste & loss for organizations like ReFED, Food Banks Canada, and the World Wildlife Fund. Additionally, she oversees LIDD's human resources and legal departments.



### Isaac Jenne

**LIDD Consultants**  
*Manager*

Isaac is a Project Manager at LIDD, specializing in the non-profit sector. He has a strong track record of leading successful projects, particularly for food banks like the Greater Cleveland Food Bank and Food Banks Canada. His expertise lies in data analysis, statistical modeling, and process optimization. Isaac has extensive experience in conducting audits, designing solutions, and implementing technology roadmaps for food banks to enhance their efficiency and capacity.

### Shawn Lee

**Southwest Traders**  
*VP Supply Chain*

Shawn Lee is a seasoned business development executive with 27+ years of experience at Southwest Traders, Inc. He currently serves as Senior Vice President of Business Development, focusing on distribution strategies and contract negotiation. Shawn has a proven track record in sales, operations, and facility layout, consistently driving growth and efficiency throughout his career.



## SPEAKERS

### The Roadmap for Successful E-commerce Automation

As a pioneer in grocery e-commerce, Tesco now reports sales to surpass \$75bn USD annually. This session will focus on e-commerce profitability guided by basic principles around people, process, and technology – specifically Micro-Fulfillment. While the latest news around young Micro-Fulfillment providers is varied and may be unpromising, Tesco, partnered with Dematic, showcase how to win in this volatile market by applying technology in the right areas at the right time. Learn how moving from manual to automated distribution is now the pillar for success in e-commerce.

#### Presenters:

#### Nick Klein

**Dematic**

*Sr. Director Enterprise Sales*

Nick, with 20+ years in intralogistics, specializes in solutions for grocery retail and distribution. He has optimized operations for major North American grocers, utilizing process improvements, best practices, software, and automation. Collaborating with diverse stakeholders, he employs a data-driven approach to develop solutions for various facilities.

#### Ravinder Birak

**Tesco**

*Head of Productivity*

Ravinder Birak is a seasoned leader with 15 years of experience at Tesco, where he currently serves as Head of UK Productivity. His expertise lies in team leadership, management, and coaching, with proven success in recruiting, change management, and employee relations. Ravinder is a results-driven professional with a passion for developing people and optimizing processes.





# Optimizing Distribution Networks: Designing for Scalability and Seasonality

Delve into the complexities of distribution facility network design optimization, a critical component of supply chain management. Participants will discover the quantitative approaches used to determine the most effective combination of facilities, warehouses, and transportation flows, and how seasonality can play a key role in network and facility design. We will discuss how to balance warehouse and transportation costs while ensuring excellent service level.

## Presenters:

### Jeff Hamilton

**LIDD Consultants**  
*Partner*

Jeff is a highly experienced professional in facility design and optimization within the food and beverage and consumer goods industries. With extensive project management skills, he has successfully led the design of multiple facilities, and now oversees the LIDD LA office team. Jeff's leadership and dedication ensure exceptional results and cutting-edge facility design solutions.

### Jim Falk

**American Textile**  
*VP of Engineering*

Jim graduated from the University of Pittsburgh with a BS, Industrial Engineering. As VP of Engineering, he oversees and manages Operations CapEx projects related to Infrastructure, Manufacturing, Distribution, Fabrication, and Automation.



## SPEAKERS

### **Orchestrating Automation: Mastering Human and Forklift Workflows Before Robotics**

In the realm of warehouse automation, orchestration isn't just a technical challenge—it's a human one. Onomatic excels in addressing the complexities that arise from human factors, ensuring seamless integration and operation of advanced systems. Our approach goes beyond software and machinery, focusing on empowering your team with the tools and insights needed to overcome orchestration hurdles. Join us to explore how Onomatic can help your organization transform potential human challenges into streamlined, efficient workflows.

#### **Presenters:**

### **Laurent Bourque**

*Supply Chain & Customer Service Director*

Following a bachelor's degree in industrial engineering from l'École Polytechnique de Montréal, Laurent has managed various supply chain operations in the food and beverage sector, both in manufacturing and distribution settings. At each step of his career, his focus was to optimize his operations using various technologies and process improvement to achieve great productivity. Most recently, he was involved in the master planning of an automation project for a food manufacturing facility and will share his journey to eventually find and implement Onomatic, a software expected to fulfill his wildest expectations from automation.

### **Jean-Martin Roux**

**Onomatic**  
*President*

Jean-Martin has been a logistics applications and integration specialist since 2005 and helps clients throughout North America implement supply chain technology. He has worked with clients on all facets of their supply chain application park: Warehouse Management Systems (WMS), Transportation Management Systems (TMS), Manufacturing Execution Systems (MES) and Enterprise Resource Planning (ERP).



## Closing Remarks

David closes out Rendezvous with an address to the attendees.



### Presenter

## David Beaudet

**LIDD Consultants**  
*Senior Partner*

David has worked on a wide range of logistics mandates across North America since 2004. He has been involved in network design, warehouse design and expansion, process re-engineering and the selection of warehouse management systems. His experience lies within all segments of the food industry, pharmaceuticals as well as industrial distribution.

# Welcome to Montreal!

Montreal seamlessly blends the charm of a Western European town with the vibrancy of a modern North American metropolis. Renowned for hosting more than 100 festivals, a culinary paradise, and a rich cultural and historical destination, the city continually amazes both residents and visitors.



- Montreal has a long and storied history as a distribution hub, going back to the French fur traders of the 1600s. In fact, the city exists because of its prime location for distribution at the confluence of the Ottawa and Saint Lawrence rivers.
- The city is named after the mountain at its center, Mont Royal. No building in Montreal can be taller than the famous cross found on the top of Mont Royal.
- Montreal is the second largest French speaking city in the world after Paris. However, most Montrealers – especially in downtown – are bilingual.
- The city has the highest number of restaurants per capita in Canada. Some famous local foods to try include smoked meat, poutine and Montreal bagels.
- Quebec produces more than 85% of the world's maple syrup. Grab a bottle of syrup or other maple treats while you're here.



## About LIDD

LIDD is a global team of design, strategy, and technology experts specializing in end-to-end supply chain transformation. With offices in Montreal, Toronto, Atlanta, LA, and Seoul, LIDD guides organizations through evolving market demands, providing data-driven insights and strategic recommendations to enhance overall supply chain performance.

Our offerings encompass a wide range of services designed to optimize supply chains, enhance technology infrastructure, and facilitate facility design and implementation.

With a comprehensive suite of services, advanced technology solutions, and unmatched expertise, LIDD empowers organizations to transform, innovate, and excel in today's competitive marketplace.



# LIDD's Services



## Supply Chain Optimization

- Operations Audit
- Supply Chain Planning
- Facility Audit
- Digital Transformation Roadmap
- Distribution Network Design
- Logistics Automation Design and Selection
- Supply Chain Software Selection



## Facility Design

- Automation Design & Selection
- Materials Handling Design
- Financial Modeling & Justification
- Facility & Function Sizing
- Operating Layouts
- SOP Engineering
- Simulations



## Facility Implementation

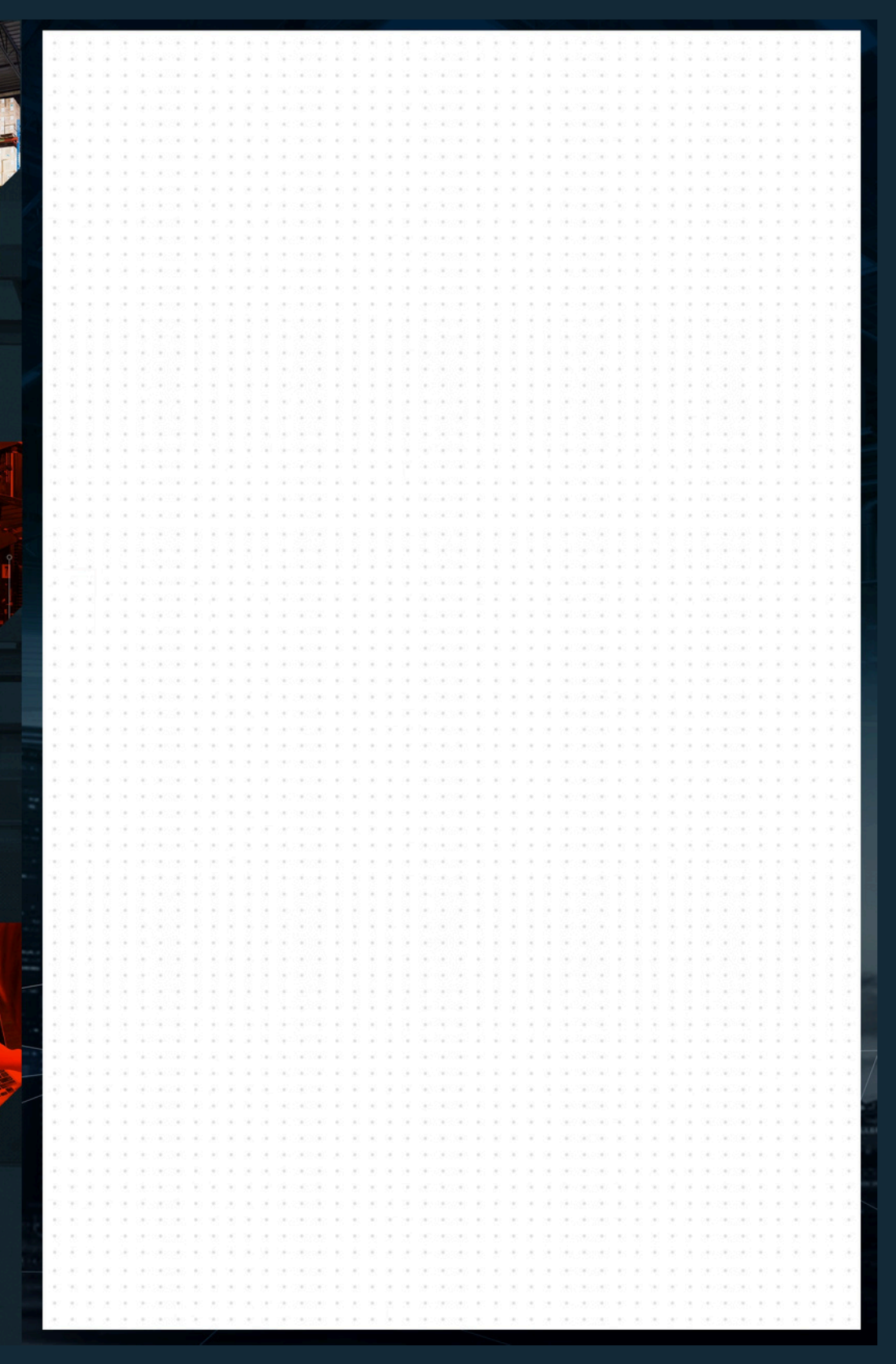
- Cutover Planning & Go-Live Support
- Materials Handling System Commissioning
- Vendor & Equipment Selection
- 3PL Integration
- Role Planning, Job Descriptions, & Labor Planning
- Project Management




## Supply Chain Technology

- Implementation of ERP, WMS & MES Systems
- EDI & Systems-to-Systems Integration
- Implementation Rescues
- Project Management
- Data Analytics & Governance







 [www.LIDD.com](http://www.LIDD.com)