

How did you join the Supply Chain arena?

I joined the supply chain playground when I was asked to take over and develop a small Australian company acquired by Nielsen (Decision Made easy)

Before that I spent my entire career in marketing B2B data companies (Nielsen, Experian and Acxiom), creating & developing new lands of business for them.

In fact, I had no idea about Supply Chain process & organization in modern retail. My speciality was more focused on upstream topics for both Retailers & Manufacturers (assortment selection, merchandising policy, new stores localisation...).

My career took place in a gender-balanced environment within my companies – but mostly dealing with men amongst my clients (VP commercial & Supply Chain in retailers & Manufacturers organization)

My professional attitude has often been described as rather ‘masculine’ due to my pretty direct communication, and the fact I like to be a builder - of both businesses & teams.

Which statement motivates or inspires you?

“Every success starts with the will to try.”



Odile Nonat,
Retail Europe Director IA

What are you passionate about in SC?

Some of the things I especially love about my job:

- Supply is more diverse than in my initial thoughts. It is related to the way people live & consume, with urbanity, & environmental issues on the short but also on the longer term.
- Therefore my supply chain contacts (at Retailers & Manufacturers) have a complete & sophisticated approach for their missions, integrating all the dimensions above in their decisions.
- No day is the same, and any event can happen with a direct impact on supply chain processes. Either you love this crazy rhythm... or you immediately hate it! Personally I love to be so close to my clients' daily issues.
- Thanks to my global role (Nielsen has offices in 110 countries), I have the chance to meet passionate people from all over the globe. All of them with their own culture and challenges... this continues to fascinate me.