



Dr. Pan Theo Grosse-Ruyken

- 8 years holding senior managerial positions.
- Postdoctoral Researcher at ETH Zurich, studied among others at Harvard University, USA, European Business School, UK
- Visiting scholar at the Department of Management Science and Engineering at Stanford University, USA

“Leverage a billion dollar potential along your supply chain and achieve a twice higher ROCE with supply chain fit”

Contact:
pan.grosseruyken@
gmail.com

Partner
VNL Schweiz
Swiss Logistics
Innovation Centre
Technoparkstrasse 1
8005 Zürich

Teaching activities

Lecturer at several universities for Strategy, SCM, Marketing and Leadership

Supervisor of doctoral students

Research area and research questions

Developments in Supply Chain strategy, Supply Chain management, procurement, lean management

Insights of supply chain finance, risk and logistics management

Advances in marketing, brand and price management, B2C marketing strategy and customer centricity

Fields of competences

Business development and strategy

Marketing and operational execution

Supply Chain and risk management

Selected Projects

- Advanced Procurement Performance and Risk Indicator System, KTI
- Advanced Supply Chain Design Methodology supporting Business Model Diversification, KTI

Selected Publications

- Alwin Locker/Grosse-Ruyken, Pan Theo (2018): Chefsache Finanzen in Einkauf und Supply Chain: Mit Strategie-, Performance- und Risikokonzepten Millionenwerte schaffen. 3. Auflage, Wiesbaden: Gabler Springer Verlag (in press)
- Wagner, Stephan M./Grosse-Ruyken, Pan Theo/Erhun, Feryal (2012): The Link between Supply Chain Fit and Financial Performance of the Firm, *Journal of Operations Management*, Vol. 30, No. 4, May, pages 340–353
- Tognetti, Alice/Grosse-Ruyken, Pan Theo/Wagner, Stephan M. (2015): Green Supply Chain Network Optimization and the Trade-off Between Environmental and Economic Objectives, *International Journal of Production Economics*, Volume 170, Part B, December 2015, pages 385–392
- Padhi, Sidhartha/Grosse-Ruyken, Pan Theo/Das, Deba (2015): Strategic Revenue Management under Uncertainty: A Case Study on Real Estate Projects in India, *Journal of Multi-Criteria Decision Analysis*, Vol. 22, No. 3–4, pages 213–219

Memberships

- Academy of Management (AOM), Decision Sciences Institute (DSI), Production and Operations Management Society (POMS)
- Ad hoc reviewer for multiple scientific Journals