



For Immediate Release

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FedEx Center for Supply Chain Management Director Nichols to Keynote American Hardware Manufacturers Association's *Hardlines Technology Forum* at Peabody

Dr. Ernest Nichols, Director of the FedEx Center for Supply Chain Management at the FedEx Institute of Technology and Associate Professor of Supply Chain Management in the Marketing and Supply Chain Management Department at the Fogelman College of Business and Economics at the University of Memphis, has been selected to headline the *Hardlines Technology Forum* of the American Hardware Manufacturers Association at the Peabody Memphis April 21-24.

Dr. Nichols will join Dick Raman, President and CEO of TIE Commerce to provide insight to their respective fields of supply chain management and electronic commerce. In today's business environment, organizations are under increasing pressure to perform better, faster and cheaper than their competition. A promising approach that some organizations are utilizing is the application of lean manufacturing to the broader supply chain. Dr. Nichols, an acclaimed leader on integrated supply chain management issues, will present lean concepts and principles within the context of the supply chain. Dr. Nichols will also present a lean supply chain assessment project that companies can implement within their own organizations.

"Dr. Nichols represents the tremendous business expertise we have at the University of Memphis. He is a national leader in supply chain management issues and is widely sought after by businesses for insight into improving their efficiencies," said Shaye Mandle, Executive Director of the FedEx Institute of Technology at the University of Memphis.

Dr. Nichols stated, "Businesses are defined by being better, faster and cheaper than their competitors. I'm pleased to be able to share my expertise in supply chain management with such a large and renowned group of business professionals at the *Hardlines Technology Forum*. At the University of Memphis, we're dedicated to transferring concepts and knowledge into business practices that can positively impact our economy."

For more information about the FedEx Center for Supply Chain Management at the University of Memphis, please visit <https://umdrive.memphis.edu/g-cscm/www>. To register for the AHMA *Hardlines Technology Forum*, please visit <https://www.ahma.org/htf>.

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