



Imagine the **possibilities**,
realize the **potential**.[©]

Biography

Rod Hozack

With 15 years in the pharmaceutical industry and 20 years consulting to match, Rod has a wealth of hands-on experience. From a marketing background, where a depth of knowledge in demand management and forecasting is essential. Rod's expertise also covers strategy development and deployment, product development, production planning and execution and Integrated Business Planning.

“ *Designing and deploying global and multi-site transformations, and watching people learn and develop along the way is what I love doing. The key to successful transformation is engaging the leadership team and creating the right culture to drive success.* ”



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At Oliver Wight

Rod has delivered many successful business improvement programmes with large blue-chip organizations, including Abbott Laboratories, British American Tobacco, Caterpillar, George Weston Foods and Fonterra, developing an expertise in global and multi-site business-excellence transformations. An accomplished strategist, Rod has a proven record of effective implementations that deliver tremendous value for his clients.

Driven by an intense desire to bring the best out in people, Rod's focus is on

coaching the executive to lead sustainable organizational change. He uses Oliver Wight's principles of Integrated Business Planning and Supply Chain Optimization and helps organizations implement the necessary supporting processes to achieve their strategic aspirations.

Rod pioneered the development of Oliver Wight's Integrated Tactical Planning methodology that enables organizations to establish robust processes and behaviors for managing short term planning and execution in the most effective way.

Industry background

Starting his career as a professional athlete, Rod brings with him, and has applied, the principles of high performance to a wide range of industries, from traditional manufacturing, distribution and marketing, to FMCG companies, and more recently, medical services. Using his broad knowledge and experience, Rod set up a medical practice to demonstrate that best-practice disciplines for a physical-goods environment apply equally well in service businesses.

Prior to his move into consulting in 1999, Rod worked for a global pharmaceutical company, Pfizer, in a dual role, reporting to the President of Operations Asia Pacific and the Vice President of Global

Strategic Marketing. Here, he managed the value chain for a group of brands in Asia Pacific.

In his early career, Rod held several sales and marketing positions, and led the set up, then management of, a division of Wyeth Australasia, Wyeth-Ayest, for women's health, based in Australia.

He has an undergraduate degree in exercise physiology and a post-graduate degree in business; both of which required final-year, original-work theses. He continues to be a voracious learner and athlete and is always striving to apply the latest business-excellence thinking in everything he does.