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SUTHERLAND JOINS LEHIGH'S CENTER FOR VALUE CHAIN RESEARCH

BETHLEHEM, Pa. (May 16, 2006)—Lehigh University's Center for Value Chain Research announced today that Joel Sutherland, former president of the Council for Supply Chain Management Professionals, has become its industrial liaison officer.

In the new position, Sutherland will be a key representative of the center to the business community. He'll be responsible for building industry awareness of the center's initiatives while identifying potential research opportunities between the center and its corporate partners.

"Joel is very well regarded in the industry for his international business experience, and will bring a unique perspective to his role," said Susan Sherer, co-director of the center. "He is intimately familiar with the supply chain challenges facing today's companies, and his credentials are a complementary fit with the direction we want to take the center."

Sutherland comes to Lehigh from Air-Road Express, where he served as president and Chief Operating Officer. He received the Professional Achievement Award from Logistics Management magazine and is recognized as one of the "Top 20 Logistics Executives" by CLO magazine and the Logistics & Supply Chain Forum.

"Supply chain management is really one of the last frontiers in business, and it has evolved tremendously even over the past five to ten years," said Sutherland. "It's a very complicated discipline. Lehigh's ability to focus on 'the value chain' and the customer is a finely-tuned niche that not many other institutions are exploring."

The Center for Value Chain Research is a joint venture between the P.C. Rossin College of Engineering and Applied Science and the College of Business and Economics. This collaboration allows Lehigh to offer highly-customized research projects designed specifically to address a partner's supply chain challenges.

Twenty-five faculty members representing the two colleges coordinate research activities with students—both graduate and undergraduate. The result is an environment that fosters innovative research and development; solutions are shared with partnering companies and industry representatives, as well as in the classroom.

“Lehigh also has a solid, forward-thinking academic program that gives the center a lot of horsepower with which to work,” added Sutherland. “And geographically, Lehigh’s position in the northeastern corridor and its proximity to key supply chain hubs opens up a lot of research opportunities.”

A recent value chain symposium showcased such research activities, like those currently being implemented by global companies The Boeing Corporation, Hewlett-Packard, IBM, and Agere Systems.

“Today’s supply chain network is evolving along with the marketplace,” said Larry Snyder, who, along with Sherer, serves as co-director of the joint venture. “Joel shares our vision in being an advocate for the customer in the supply chain process, and in helping design solutions that ultimately provide the most value to the customer.”

About Lehigh

For nearly 140 years, Lehigh University (www.lehigh.edu) has combined outstanding academic and learning opportunities with leadership in fostering innovative research. The institution is among the nation's most selective, highly ranked private research universities. Lehigh’s four colleges – College of Arts and Sciences, College of Business and Economics, College of Education and the P.C. Rossin College of Engineering and Applied Science – provide opportunities to 6,500 students to discover and grow in a learning community that promotes interdisciplinary programs with real-world experience. Lehigh’s campus is located in Pennsylvania’s Lehigh Valley – in Bethlehem, PA (50 miles north of Philadelphia and 75 miles southwest of New York City).