



# SCM World

## SUCCESS STORY

# Mattel Modelling best practices for leadership



Member since: December 2013

**PETER GIBBONS**  
Executive Vice President,  
Global Operations

*“SCM World is helping our leaders develop their understanding of world-class supply chain and how to be effective in an end-to-end environment.”*



# SUCCESS STORY



## OBJECTIVE

- Having recently rebranded Mattel as a global organisation, Peter wanted to empower his next generation of supply chain and procurement leaders with the strategic thinking and business acumen to support the transition.
- In the long view, he ultimately wanted to ensure his succession group gained the cross-functional knowledge and capabilities to lead a world-class end-to-end supply chain.

## ACTION

- SCM World worked closely with Peter and two senior leaders within his team to develop a custom curriculum for top leaders consisting of practitioner-driven research and best-practice webinars around four topics of strategic importance to Mattel.
- Quarterly workshops are conducted to drive discussion around best-in-class case studies from the community, facilitated by an SCM World research executive, to examine what lessons and best practices can be applied to similar initiatives the group is leading within Mattel.
- Formal learning has been reinforced through peer introductions with SCM World members, Mars and GlaxoSmithKline, to share ideas and insights on specific topics, as well as strategy calls with SCM World research executives, and participation in events such as SCM World Live and regional Megatrend series.

## RESULT

- Mattel's top leaders are gaining knowledge and insights that are accelerating learning across the defined focus areas, enabling them to drive business performance and develop competencies that will position them for future end-to-end leadership roles within the organisation's succession plan.

### HEAR FROM PETER

02:30

