

Gartner Analyst Mike Griswold to Share Insights on Supply Chain Now Podcast

Monthly analysis will form the content for a new series: *Supply Chain Today & Tomorrow*

January 14, 2020 – Atlanta, Georgia – Supply Chain Now, ranked by Feedspot as number 1 of their [Top 10 Supply Chain Management Podcasts You Must Follow in 2020](#), announced a new strategic initiative that will bring additional insight to their coverage of the best in all things supply chain. In January 2020, the streaming media company kicked-off *Supply Chain Today & Tomorrow*, a monthly discussion with Gartner Vice President of Research Mike Griswold.

The collaboration came about after Griswold made several Supply Chain Now podcast appearances. “The objective insights Mike brings, not only from his research, but also from his practical experience in industry, struck me as particularly impactful to our audience,” stated Scott Luton, Founder and Co-Host of Supply Chain Now. “We felt strongly that the level of insight and authority associated with the Gartner brand would resonate our subscribers’ desire to learn about supply chain.”

Esteem of the supply chain industry continues to rise as enterprises acknowledge the impact that efficient, integrated and digital supply chain excellence has on their ability to satisfy the demands of an ever-more empowered consumer. Supply chain leaders now have a “seat at the table” and planning, optimization, execution and sustainability are top-of-mind for C-Suite leaders. The benefits of effective performance and the avoidance of risk, in terms of sustainability, ethical sourcing, product custody and provenance accrue not only to a company’s bottom-line, but also to brand identity and shareholder value.

Griswold, a long-time analyst and advocate for the supply chain industry, sought to extend the reach of meaningful and actionable content for industry practitioners, observers and advocates. The collaboration with Supply Chain Now and their highly engaged audience will stand as a constant keynote informing those that are most impacted, most interested, and who will benefit most from his analysis. “Gone are the days when companies considered supply chain performance a necessary evil,” stated Griswold. “Today companies consider their supply chain organization a source of competitive advantage.”

The series will be published monthly beginning in January 2020 by Supply Chain Now and will be available wherever podcasts can be found, such as Apple Podcasts, Spotify, Google Podcasts and more, or at <https://supplychainnowradio.com>.

About Supply Chain Now

Supply Chain Now brings leaders & practitioners together to share best practices and to discuss the key challenges impacting end-to-end supply chain management today. Supply Chain Now podcasts have accumulated millions of plays since May 2017 and continue to reach a growing global audience, hitting Apple Podcasts business leadership charts in 40 countries. Supply Chain Now is listed in “Best Supply

Chain podcasts we could find” by Player FM and ranks #1 on Feedspot.com “Top 10 Supply Chain Management Podcasts You Must Follow in 2020”

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