



Simon Ellis

Practice Director



Simon Ellis currently leads the supply chain strategies practice area at IDC Manufacturing Insights, one of IDC's industry business units that address the current market gap by providing fact-based research and analysis on best practices and the use of information technology to assist clients in improving their capabilities in key process areas. Within the supply chain practice, Mr. Ellis specializes in advising clients on LCS (Low Cost Sourcing), Lean, Six Sigma and more. Mr. Ellis also contributes his supply chain expertise to IDC Retail Insights research.

Mr. Ellis blogs in the [IDC Manufacturing Insights Community](http://idc-insights-community.com/manufacturing) (<http://idc-insights-community.com/manufacturing>) and contributes to the [IDC Retail Insights Community](http://idc-insights-community.com/retail) (<http://idc-insights-community.com/retail>). His Twitter handle is simellis.

With over 20 years of experience in the industry, Mr. Ellis most recently was the Supply Chain Strategy Director/Futurist for Unilever North America, a \$12 billion division of Unilever, the maker of such well-known products as Dove, Suave, Wisk, All, Q-tips, and Vaseline. Mr. Ellis was responsible for leading the implementation of key new technologies that impacted the future of the Unilever Supply Chain. Specifically, he led the North American RFID and e-Catalog teams, and was the project leader for the new Data Management Organization.

Having been with Unilever since 1985, Mr. Ellis has also worked within the sales and finance organization, thus bringing a well-rounded business side background to the practice he directs. Prior to Unilever North America, Mr. Ellis worked for Unilever subsidiaries Lipton/Foods in finance from 1985-1990, and Lever Brothers in finance and logistics from 1990-1997.

Mr. Ellis received a Bachelor of Arts degree from Cornell University and an M.B.A. in Finance from Columbia University.