



# Press Release

## New Video Profiles Provide Insight into Supply Chain Work: Will Be Used to Stimulate Interest in Supply Chain Careers

**December 5, 2011, Mississauga, Ontario** – The Canadian Supply Chain Sector Council announces the launch of four video profiles that showcase roles in different areas of the supply chain. The videos feature individuals who are passionate about their work in the supply chain. Their stories tell of their career paths and job responsibilities, and reveal the enthusiasm each feels for the work they do.

The videos, available to view or download at [www.supplychaincanada.org/en/videos](http://www.supplychaincanada.org/en/videos), focus on four key components of the supply chain, presented through profiles of people working in those areas, as follows:

Supply Chain Area	Name	Organization	Title
Transportation and logistics	Serge Faucher	Les entreprises Dupont 1972 inc.	Executive Director
Warehousing and distribution	Brent Ellis	Wills Transfer Limited	Director, Commercial Warehouses
Sourcing/procurement	Melinda Nycholat	Defence Construction Canada	Director, Contract Services
Supply chain management	Pierre Massicotte	L'Oréal Canada	Senior Vice President, Operations

In addition to looking at the specific work that these four people do on a day-to-day basis, the profiles provide their perspectives on the importance of supply chain roles within their organizations and of the sector to the Canadian economy. They also offer observations related to how job-seekers might enter the sector and advance within it.

Despite the different roles they highlight, the profiles bring to light similarities that are regularly cited in the sector in descriptions of supply chain work. The work is interesting, exciting, fun and challenging. It's essential, strategic work that requires innovative problem-solving. Change is a constant. These attributes factor into each one of the jobs portrayed in the profiles.

The picture of the supply chain that the profiles collectively draw is clear: This is a good place to work. That message will be promoted by the CSCSC and its partners in the sector through use of the video profiles in career-awareness efforts.

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As well as being on the CSCSC's website, the videos are available on its YouTube page, at [www.youtube.com/user/supplychaincanada](http://www.youtube.com/user/supplychaincanada). The CSCSC invites supply chain practitioners to create their own job profiles and share them through its YouTube site. Anyone interested in doing so can get more information by contacting [info@supplychaincanada.org](mailto:info@supplychaincanada.org).

The new video profiles complement the 11 written career profiles available in the CSCSC's Recruitment and Retention Toolkit, at [www.supplychaincanada.org/en/rr\\_general\\_profiles](http://www.supplychaincanada.org/en/rr_general_profiles). Together, these profiles highlight a wide range of career options in the supply chain sector.

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The Canadian Supply Chain Sector Council is an all-stakeholder, not-for-profit organization responsible for the human resources strategy for the supply chain sector in Canada. The CSCSC is funded by the Government of Canada's Sector Council Program.

The logo for Canada, featuring the word "Canada" in a serif font with a small Canadian flag icon to the right of the letter "a".

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