

# “Great Company. Great People. LG Electronics USA trains 40, provides superior supply chain knowledge with APICS CSCP.”

## Corporate Case Study APICS CSCP Learning System

### The Organization:

LG Electronics, Inc. is a global leader and technology innovator in consumer electronics, home appliances and mobile communications. The company employs more than 72,000 people around the world. It's North American subsidiary, located in Englewood Cliffs, New Jersey, is a \$11 billion business. LG Electronics embraces the philosophy of “Great Company, Great People,” whereby only great people can create a great company.

### The Situation:

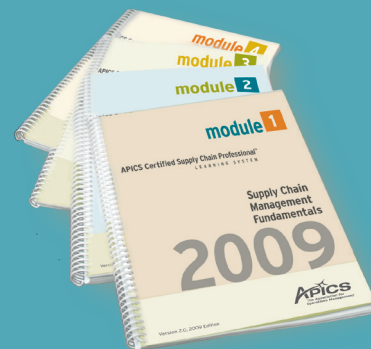
When a company is experiencing fast growth, as LG Electronics was in 2006, training and professional development are usually not a priority. Guillermo Juvera, CSCP, CPIM, joined LG Electronics USA as the director of supply chain. He quickly realized that many of his employees had no exposure to supply chain training or to APICS. Juvera saw an immediate need to develop supply chain knowledge within the company.

### The Approach:

To address the training issue, Juvera proposed a supply chain training program that aligned with LG Electronics’ “Great Company, Great People” philosophy – the APICS Certified Supply Chain Professional (CSCP) program. After presenting the program to the chief financial officer of LG Electronics, Juvera immediately received funding for the APICS CSCP Learning System training materials, APICS membership, and exam fees.

“Because the APICS CSCP program provides an overall understanding of the supply chain, it offers valuable training for both operations and management. I invited all departments to take part in the training, and we received interest from operations, sales, logistics, finance, and program management.”

LG Electronics’ first course had 30 participants. The course combined selfstudy, using the APICS CSCP Learning System print- and Web-based program, with a weekly course.



“Because the CSCP program provides an overall understanding of the supply chain, it offers valuable training for operations and management.”

Guillermo Juvera, CSCP, CPIM  
Director of Supply Chain  
LG Electronics USA

### The Results:

The APICS CSCP Learning System training program has been a positive experience for staff and management alike. To date, Juvera has offered two courses and trained more than 40 employees from multiple departments.

“Everyone was very pleased with the APICS CSCP Learning System course. The readings were complete and self-explanatory. The group reporting feature allowed me to monitor the progress of the group, making sure everyone was completing their online questions and tests. To create a sense of competition, I aggregated test scores by department and shared them with the group. It was a great way to motivate.”

The employees have been delighted that LG Electronics provides this supply chain training and many have gone on to earn the APICS CSCP designation. The program has benefited LG Electronics management in increased company supply chain knowledge and expertise and improved communication and information sharing across departments.

[apics.org/cscp](http://apics.org/cscp)

To learn more about Corporate training options and pricing, contact Beth Fasching at 651-905-2608, 888-266-9079 or [bethf@holmescorp.com](mailto:bethf@holmescorp.com).

