

Thursday, April 1, 2010

SBA alum, professor featured in Detroit Free Press article

The front page business section of the Sunday, March 28, *Detroit Free Press* featured a story about how SBA alumni Bob Socia, (Management, '76) General Motors vice president of global purchasing and supply chain since last July, has improved relations with suppliers.

The story also talks to SBA Professor of Marketing John Henke, who is also president of Planning Perspectives, which conducts an annual auto industry supplier survey.

The *Free Press* reports that Socia, a 35-year GM employee, is including GM's scores on independent supplier surveys as part of performance reviews for his purchasing staff.

In the article, Henke says "There's a lot of talk in the industry about improving relations with suppliers, but few companies make it a part of employee goals and metrics."

Read the full article from the *Detroit Free Press*.

SUMMARY

The front page business section of the Sunday, March 28, *Detroit Free Press* featured a story about how SBA alumni Bob Socia, (Management, '76) General Motors vice president of global purchasing and supply chain since last July, has improved relations with suppliers.

The story also talks to SBA Professor of Marketing John Henke, who is also president of Planning Perspectives, which conducts an annual auto industry supplier survey.

Created by Claudette Zolkowski-Brown (zolkowsk@oakland.edu) on Thursday, April 1, 2010
Modified by Claudette Zolkowski-Brown (zolkowsk@oakland.edu) on Thursday, April 1, 2010
Article Start Date: Thursday, April 1, 2010