



Charles Chase

Chief Industry Consultant, Demand Solutions
SAS Manufacturing & Supply Chain Global Practice

As chief industry consultant, Charles Chase is the principal solutions architect and thought leader for delivering demand planning & forecasting solutions to improve SAS customers supply chain efficiencies. Chase has more than 20 years of experience in the consumer packaged goods industry, and is an expert in sales forecasting, market response modeling, econometrics and supply chain management.

Prior to working as Chief Industry Consultant Chase led the strategic marketing activities in support of the launch of SAS Forecast Server, which won the “Trend-Setting Product of the Year” award for 2005 by KM World magazine. Chase launched SAS Demand-Driven Forecasting Solution in 2008, which is now used by Nestle USA Direct Store Delivery (DSD), Escapo, RWE Pulska, and over 40 other large corporations globally. He has also been involved in the re-engineering, design, and implementation of three forecasting/marketing intelligence process/systems. His employment history includes the MENNEN Company, Johnson & Johnson, Consumer Products Inc., Reckitt & Colman, Inc., the Polaroid Corporation, Coca Cola, Wyeth-Ayerst Pharmaceuticals, and Heineken USA.

Chase's authority in the area of forecasting/modeling & advanced marketing analytics is further exemplified by his prior posts as associate editor of the Journal of Business Forecasting and chairperson of the Institute of Business Forecasting (IBF) Best Practices Conferences. Chase is currently an active member of the Practitioner Advisory Board for Foresight: The International Journal of Applied Forecasting. He has authored several articles in the area of sales forecasting, market response modeling, and has lectured at the Graduate School of Business Administration, St. Johns University, Graduate School of Management, Georgia Institute of Technology, Sloan School of Management, MIT, MSA Program, North Carolina State University, Information Systems Research Center, University of North Texas, Agricultural School of Economics, Texas A&M, University of Tennessee at Knoxville Sales Forecasting Management Forum Conference, Institute of Retail Management, Templeton College, University of Oxford, the School of Business, University of Louisville, the Mason School of Business, William & Mary University, and the Fuqua

School of Business, Duke University. Chase has also been a guest lecturer at several major corporations, including Amgen, Aventis, Avon Brazil, Chrysler, Cisco Systems, ConAgra Foods, E&J Gallo Winery, Ford Motor Credit, Hewlett-Packard Imaging & Printing, Kellogg USA, Inc., MagneTek, Inc., Maersk Line, McNeil Consumer Products, Nestle, Ocean Spray Cranberries, Inc., Petrobras, SAP-AG, Germany, and S-B Power Tools.

Chase has also been named "2004 Pro to Know" in the 2004 February/March issue of Supply & Demand Chain Executive Magazine.

Published a book entitled, "Demand-Driven Forecasting: A Structured Approach to Forecasting", with John Wiley & Son publishing.

Co-Authored book with Lora Cecere entitled, "Bricks Matter: The Role of Supply Chains in Building Market-Driven Differentiation". Publication date is January 3rd, 2013.

Chase is also an adjunct instructor in the NC State University Masters of Science in Analytics (MSA) Program.