



Riverwood Solutions Announces Mark Medlen to Keynote SMTA International 2011

The SMTA Annual Meeting and Awards Ceremony at SMTA International, October 19, 2011 will feature Mark Medlen, Vice President of Operations and Supply Chain Services, Riverwood Solutions, as the keynote speaker.

MENLO PARK, CA—October 19, 2011 - [Riverwood Solutions](#), the innovator in [managed supply chain services](#) and operations consulting, announced that Mark Medlen, Vice President of Operations and Supply Chain Services will be featured as the keynote speaker at the SMTA Annual Meeting and Awards Ceremony today at SMTA International. Medlen will present a paper entitled, "Creating Supply Chain Differentiation in an Outsourced Manufacturing Model."

The paper will explore the need for OEM Supply Chain Executives to reexamine their supply chain responsiveness, flexibility and risk mitigation plans, post recent catastrophic natural disasters that have caused significant shocks to the global electronics supply chain. At a time when OEMs are increasingly relying upon manufacturing service providers for raw material sourcing, capacity planning, production, and even product fulfillment, Medlen will share insights and recommend strategies that address the question: How can Brand Owning Enterprise (BOE) product companies develop a more responsive or more efficient supply chain using those same tools, suppliers, systems, and manufacturing partners that are broadly available to all of their competitors?

Mark Medlen is a career operations, engineering and supply chain professional with more than 25 years of global operations experience. He has held operations and engineering roles at several companies including Texas Instruments, Micron, Flextronics and Abbott Labs. Mark has managed a number of technology manufacturing plants around the world, producing an incredibly diverse array of different products ranging from miniature optical components to massive pieces of factory automation. Over the last few years, Mark has spent the majority of his time in China managing various EMS and ODM activities for some of the world's leading OEMs. Mark holds nine U.S. patents for various manufacturing processes and production technologies.

About SMTA (Surface Mount Technology Association)

The SMTA membership is an international network of professionals who build skills, share practical experience and develop solutions in electronic assembly technologies, including microsystems, emerging technologies, and related business operations.

For more information on SMTAI as well as the keynote luncheon, contact SMTA Executive Administrator JoAnn Stromberg at 952-920-7682 or joann@smta.org.

About Riverwood Solutions

Riverwood Solutions (www.rwsops.com) helps OEMs improve supply chain performance, optimize their operations, and maximize the value of their outsourced relationships. The company provides consulting and managed operations services to technology product companies. Riverwood's team of former electronics manufacturing industry executives and professionals has decades of international experience in negotiating contracts and pricing, launching products, running operations, and managing outsourced supply chains. The company's proprietary HOSTSM (Hybrid Outsourced Services Team) Model provides highly skilled local resources to help OEMs manage their supply base and improve supply chain performance without adding fixed costs or internal infrastructure. Headquartered in Menlo Park, CA, Riverwood Solutions designs, implements, and manages global supply chains from offices in the USA, Mexico, Switzerland, and China.

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