

APICS CSCP program helps Michael Morris increase knowledge, stay competitive, and find new career path.

APICS CSCP Learning System Success Story

The Situation:

Michael Morris is a Senior Forecaster at Yokohama Tire. Like many who have considered the APICS CSCP program, he learned about it from a colleague while networking at an APICS conference. After researching the program on the APICS website, he approached his employer who was very supportive of the path he had chosen.

Little did he know that his decision and commitment to increase his global supply chain management knowledge would pay-off far more than he or his employer originally realized.

“While taking the CSCP course, I learned that many of my responsibilities would likely be moved off shore in an effort to globalize the supply chain.”

In the end, the APICS CSCP program provided Michael with skills that helped earn him a promotion into a newly created position.

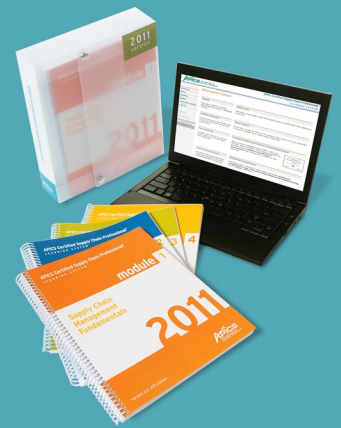
The Organization:

Yokohama Tire is the U.S. division of Yokohama Rubber Co. LTD Japan which began in 1917 as a joint venture with B.F. Goodrich. They manufacture vehicle tires that range from specialty tires for performance vehicles, SUVs and trucks, and passenger car/minivans to tires for professional and amateur motorsports. Yokohama Tire employs 14,000 people world-wide and their U.S. division is based in Fullerton, California.

The Approach:

Like many of his peers, Michael used the APICS CSCP Learning System to prepare for the certification exam. He maximized the self-study component but also enrolled in an instructor-led course offered at a local University. “I studied outside the classroom for about 10-12 hours each week while enrolled in the instructor-led course. The self-study component is important but having the benefit of interacting with both my instructor and classmates was invaluable because of the feedback and insights gained from peers in the industry.”

Michael recommends the combination of self-study with the instructor-led course. “I was very happy with the overall experience. While the instructor-led class allowed for interaction with others, the Web-based study tools of the Learning System were very helpful in understanding the material. The Web-based tests helped me gauge the knowledge that I gained throughout the course.”



“The experience of achieving my APICS CSCP certification helped me increase my worth to my employer and, not only stay with my company, but also to receive a promotion and a new career path.”

Michael S. Morris, CSCP
Senior Forecaster
Yokohama Tire

The Results:

To say that Michael chose a good time to take the APICS CSCP course and attain certification is an understatement. It recharged his career, helped him get promoted, and he impacted profits at Yokohama Tire. “Through the APICS CSCP program and certification, I gained the knowledge to move into a different position within the company – I was promoted into a newly created position.”

As if taking the initiative to get educated and getting promoted weren't enough, Michael also made his mark on his company. “With the knowledge I gained from the APICS CSCP course, I was able to help Yokohama Tire realize about a 20% reduction in consumer inventory while still maintaining our high customer standards. Obviously, my superiors and company are thrilled and my peers understand the value of certification.”

“The experience of achieving my APICS CSCP certification helped me to increase my worth and, not only stay with my present employer, but also to receive a promotion and a new career path. It also helped me to realize that in today's market, one must be willing to continue to increase your education and knowledge base to be competitive.”

To learn more about the APICS CSCP program visit apics.org/cscp

