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**JMReid Group**

# Press Release

## **JMReid Group skill development program leads to Bayer Crop Science SCM Award**

**2017 Supply Chain Management World Power of the Profession Award winners announced  
Bayer Crop Science win for Supply Chain Breakthrough of the Year**

**Los Angeles, CA March 2, 2017:** JMReid Group is proud to announce that their client Bayer Crop Science has taken home top accolades at the SCM World 2017 Power of the Profession Awards, recognising their dedication to developing innovative supply chain programmes that help solve critical global challenges.

Bayer Crop Science won the *Supply Chain Breakthrough of the Year* award for its work in helping to bring agricultural supply chain into the 21<sup>st</sup> century. In the face of the depressed agricultural economy of the past three years and the substantial revenue loss throughout the channel, Bayer Crop Science developed a new collaborative, integrated and comprehensive approach to supply chain management.

The Bayer Crop Science Supply Chain executive credits JMReid Group's talent development program with giving their teams the skills necessary to win the award. They confirm that the Supply Chain transformation at Bayer's Crop Science Division was only possible through intense focus on customer-facing skill development and improving the business acumen of employees. A key enabler in achieving this objective was customized training provided by the JMReid Group entitled Customer Conversation. According to the executive, JMReid Group's passion to understand Bayer Crop Science's business and make the training relevant made all the difference.

JMReid Group Founder and Principle John Reid acknowledged, "It gives us tremendous pride to have made a significant achievement by our client, Bayer Crop Science. Our mission at JMReid Group is to provide innovative learning solutions for a changing world. For JMReid Group clients, our solutions frequently translate into new innovative ways of doing business for their customers. We congratulate Bayer Crop Science for this significant achievement."

Named *Supply Chain Integrated Planning (SCIP)*, Bayer's programme has improved profitability and has greatly reduced the unnecessary storage of high quantities of pesticides throughout the year, in an effort to be more environmentally responsible. More than 50 companies submitted entries for this year's *Power of the Profession Awards*, with the finalists decided by a panel of leading supply chain C-Level executives and academics including representatives from Intel, Nike, Chevron and Mars.

For more information on JMReid Group, [www.jmreidgroup.com](http://www.jmreidgroup.com)

For more information on SCM World 2017 Power of the Profession Awards, visit [www.scmworld.com/awards](http://www.scmworld.com/awards)

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**For Release 4:30PM PST February 21, 2017**