

Application: 4914

Moonmoon Rathod

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Amazon
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Moonmoon Rathod
Category T11. Employee of the Year - Transportation Technology
Employee Nominee Submission Format Written Answers
a. Briefly describe the nominated non-executive person's employer: the organization's history and past performance (up to 200 words). Required With over 13 years of distinguished professional experience across industry giants like Amazon, Apple, and Mercedes-Benz, I have consistently driven innovation and efficiency in logistics. During my time at Apple, I excelled as an Inbound Logistics Strategy Planning Lead, recognized with the Most Valuable Team award for pioneering Scenario Planning Tool. Notably, I spearheaded initiatives with supply demand planning and inbound logistics teams that improved container utilization by 16%. [REDACTED FOR PUBLICATION] Transitioning to ASCM as Director of Programs for ASCM South Central Texas Chapter, I elevated supply chain management practices, further solidifying my reputation as a leader in the field. Currently, at Amazon, I serve as the driving force behind Flex Capacity Planning and Automation since last 2 years, where I continue to optimize logistics operations and enhance efficiency. My dedication also extends to mentoring and empowering women in Women at Amazon - Texas Chapter, contributing to a diverse and inclusive workplace culture.

b. Outline the nominated non-executive employee's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

In my role at Amazon, a pivotal breakthrough in Supply Chain has been my team's innovative approach to Flex Capacity Planning and Automation.

What is Amazon Flex? You use your own vehicle to deliver packages for Amazon as a way of earning extra money to move you closer to your goals. (similar to UberEats)

Traditionally, matching supply with business demand in logistics has posed significant challenges. To address this, I led the development and implementation of a cutting-edge internal capacity planning tool leveraging Machine Learning.

This automated system revolutionizes how we manage capacity globally, integrating decision-making across different time frames and enabling scenario planning to optimize our Flex operations. By standardizing planning processes globally, I've decreased manual workload by 32% and eliminated discrepancies arising from individual judgment calls. This not only minimizes business risks but also enhances operational efficiency on a global scale.

Starting with a successful deployment in North America, I've driven the tool's expansion across other regions, showcasing its universal applicability and profound impact. This initiative has fostered strong partnerships with upstream planning functions, allowing us to swiftly measure, control, and respond to planning variations. As a result, I am better equipped to meet customer demands while maintaining operational excellence in an increasingly dynamic logistics environment.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other employees or to other workers in your industry and/or to the nominee's past performance (up to 250 words). Required

The technological breakthrough highlighted; automated capacity planning tool is uniquely significant due to several key innovations it brings to Logistics:

1. The tool integrates Machine Learning (ML) into capacity planning, enabling real-time data processing for accurate forecasts and adaptive decision-making. This capability is crucial in logistics, where demand fluctuations require agile responses.
2. It standardizes capacity planning globally, ensuring consistency across regions and time horizons, optimizing resource allocation and minimizing inefficiencies from disparate methods.
3. It facilitates scenario planning, empowering decision-makers to simulate business scenarios and assess their impact on capacity requirements, thereby mitigating risks.
4. By automating manual tasks and eliminating biases, it enhances decision-making quality, freeing resources for strategic initiatives and fostering continuous improvement in Amazon's supply chain operations.

In essence, this powerful tool represents a paradigm shift by combining advanced technology with global standardization and proactive decision-making, addressing current challenges while preparing for future logistics demands.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

1. I am on the BOD at ASCM: <https://sctx.ascm.org/board>

2. My LinkedIn: <https://www.linkedin.com/in/moonmoon-rathod-98096184/>

[REDACTED FOR PUBLICATION]

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<https://sctx.ascm.org/board> (<https://sctx.ascm.org/board>)

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Supporting Document

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