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## Supply & Demand Chain Executive retools staff, content and design

Responding to dramatic changes in supply chain management, Supply & Demand Chain Executive announces enhancements to its magazine, website and digital properties.

Fort Atkinson, WI (March 30, 2016) – To remain highly relevant in today's changing supply chain environment, Supply & Demand Chain Executive (SDCE) announces sweeping changes in staffing, content and design.

Established in 2000, Supply & Demand Chain Executive's [magazine](#), [website](#) and digital properties address end-to-end global supply chain management. While that mission has not changed, SDCE expanded the editorial team, refocused content and redesigned the logo and magazine to meet the evolving needs of its target audience: senior executives in supply chain management.

"We expanded our editorial team to five members, drawing talent from both Supply & Demand Chain Executive and our sister publication, [Food Logistics](#)," explained Lara L. Sowinski, editorial director for both brands. "That created a fluid, nimble team serving the entire Supply Chain Network at AC Business Media and leveraging each editor's strengths and expertise."

[SDCE's March issue](#) introduces the brand's new logo, a complete magazine redesign and two new editorial offerings: 1) **Made in America series** exploring the resurgence in American manufacturing and its impact on the supply chain, and 2) **Work Hard, Play Hard column** featuring the after-hours lifestyle of globe-trotting supply chain executives who seek adventure and entertainment, eating, exploring and extreme sports.

Group Publisher Jolene Gulley commented, "We're excited about the magazine's fresh, contemporary layout and content, which will showcase our advertisers' messaging and connect with current and next generation supply chain executives."

New and emerging content areas for the magazine, website, educational webinars and e-newsletter coverage, include:

- Special reports on the Internet of Things (IoT), procurement and trade finance
- Executive focus features on transportation, warehousing, software & technology and professional development
- Global region reports on China, India, Canada, Cuba, Asia Pacific, Africa and Mexico
- In-depth cover stories on business intelligence and big data, 3PLs, risk management and corporate social responsibility

#### **About Supply & Demand Chain Executive**

[Supply & Demand Chain Executive](#) is a brand of AC Business Media's Supply Chain Network, which also includes Food Logistics and the [Supply Chain Learning Center](#). SDCE comprises the only magazine covering the entire end-to-end global supply chain in every vertical, a mobile-compatible website, three e-newsletters per week, an on-going educational webinar series and additional digital properties.

#### **About AC Business Media**

[AC Business Media](#) is a business-to-business media company with a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, manufacturing, logistics and supply chain markets. AC Business Media delivers relevant, cutting-edge content to its audiences through its industry-leading digital properties, trade shows, videos, magazines, webinars and newsletters and provides advertisers the analytics, data and ability to reach their target audience.