

# Supply Chain Forum

*Addressing Change  
and Transformation for  
Today's Supply Chain*



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Dr. Charles H. Noble is currently the Proffitt's Professor of Marketing at The University of Tennessee in Knoxville. Previously, he was on the faculties of Boston College and The University of Mississippi. His research interests focus generally on design and development processes, as applied to both products and services. He has published in many leading journals including the *Journal of Marketing*, *Strategic Management Journal*, *Journal of the Academy of Marketing Science*, *Journal of Product Innovation Management*, *IEEE Transactions on Engineering Management*, and many others. He is currently in his second term on the editorial board of the *Journal of the Academy of Marketing Science*. Charles has consulted for many organizations, primarily in the airline, retailing, consumer goods, and commercial real estate sectors. He has won several awards for both research and teaching.

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