JOHN G. KEOGH

John is a management science researcher, advisor and strategist operating at the intersection of the public-private sectors globally. He provides confidential advisory, research and interventions on Strategy, Technology, Operations and Policy (STOP) for clients in the public and private sectors. John is a recognized global expert in supply chain management & supply chain integrity. He is a sought after keynote speaker and media analyst with a strong focus on how technology, industry standards, analytical science and regulations combine to enhance supply chain integrity and improve transparency and trust

FOCUS:

* Supply Chain Integrity * Product & Consumer Safety
* Supply Chain Transparency * B2B & B2C Trust
* Traceability & Recall * Brand Protection & Anti-Counterfeit
* Technology research and use cases

EXPERIENCE:

* Director of European Supply Operations
* Vice President & CIO Global Information Technology & eBusiness
* Vice President of Global Supply Chain operations
* Senior Vice President: Traceability & RFID
* Managing Client Principal, Practice Principal: Manufacturing, RFID & Supply Chain
* C-level executives and policy makers

EDUCATION/TRAINING:

John holds professional certifications in Qualitative & Quantitative Quality Control, RFID, Production & Inventory Management (CPIM) and an executive Certificate in Alternate Dispute resolution (ADR).

Academically, John holds a PG Certificate and Diploma in Management, an MBA in General Management & Strategy, an MSc in Business and Management Research (with distinction) in Food Chain Transparency and Trust. John is currently a doctoral researcher focused on Supply Chain Transparency and Trust.

EXAMPLES OF RECENT ASSIGNMENTS

Founder	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor	Expert Advisor
Vietnam Food Integrity Centre	Confidential government: Food chain integrity: national product data portal and exports to China	Confidential government: Food chain integrity: halal traceability, anti-counterfeit	Industry Assoc. Create a supply chain risk & vulnerability assessment (2015)	APEC capacity building workshop on product safety Kuala Lumpur (2013)	OECD (5 years) Consumer safety cmte: product safety, G2G recall and GS1 standards	ABAC Hong Kong industry rep. at APEC policy partnership on food security (2012-15)	Former member of World Bank Global Food Safety Program (GFSP) Technical committee (2015-16)	APEC (3 years) sub-fora: food traceability/safety/security, customs/trade, illicit trade, GS1 stds.	ASEAN Consumer protection committee: product and consumer safety, GS1 standards	EU Commission on Illicit trade Technical supply chain advisor for technologies/-standards	EU Commission on product and consumer safety, industry standards	ISO standards committees on Product Safety, Product Recall, Anti-Counterfeit	Confidential government: food defense / food fraud policy and standards

Facilitator	Facilitator	Facilitator	Board advisor	Board Advisor	Board Advisor	Board Advisor	Researcher	Retained Advisor	Researcher & Strategist	Researcher & Strategist	Researcher & Strategist	Researcher & Strategist	Researcher & Strategist
Initiated / facilitated meetings: EU commission and leading Chinese eCom platform (consumer safety)	Invited by Hong Kong / Chinese gov. to moderate inaugural APEC supply chain standards workshop (2015)	Invited by Gov. to moderator APEC capacity building workshops in Japan and Taiwan	OriginTrail.io (blockchain solution)	Confidential technology company in traceability / recall / anti-counterfeit / halal	Bluewave Advisory Vietnam – niche financial and Agtech advisory	Confidential ecommerce hub Technical advisor on technology platform	Various importing, exporting, market sizing, capacity building SME's, supply chain tech	GS1 HQ 2011 – 2014: Director, Product & Consumer Safety, Anti-Counterfeit	Supply chain transparency / anti-counterfeit strategy for global dairy leader	ASEAN market entry strategy for global technology leader in illicit trade solutions	CEO's/exec teams.: Technology, traceability, transparency, anti-counterfeit	Australian food company market entry into the Vietnam (qualitative/quantitative and M&A)	US technology company market entry into ASEAN market for fuel/lubricants

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Authored & co-authored publications and papers in development

John@Shantalla.org

How Blockchain Technology can benefit Marketing - Six Pending Research Areas (2020, in peer review)

Halal Food Supply Chains: review of Sustainability measures and future research pathways (2020, in peer review)

Blockchain and GS1 Standards in the Food chain – book chapter (2020, forthcoming)

Potential of Blockchain Technology for Supply Chain Collaboration: A Conceptual Framework (2020, in peer-review)

Leveraging the Internet of Things and Blockchain Technology in Supply Chain Management (2019)

Applying HACCP in the Tunisian Olive Oil Industry: A Theoretical Background (2019)

Exploring New Technologies in Procurement (2018)

The Future Food Chain: Digitization as an Enabler of Society 5.0 (2020, Forthcoming)

Blockchain, Provenance, Traceability and Chain of Custody (2018, LinkedIn)

Potentials of Augmented Reality in Supply Chain Management (2020, in peer review)

Bitcoin, Blockchain, and FinTech A Systematic Review and Case Studies in the Supply Chain (2018)