

Joumana Sida

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Supply Chain and Planning Executive

E-Commerce | Food Retail | Integrated Business Planning | ML & AI-Enabled Planning

Strategic supply chain and planning leader with extensive experience transforming demand forecasting, inventory strategy, and integrated business planning across Canada's conventional grocery and e-commerce fulfillment networks. Proven ability to translate complex data, evolving technologies, and cross-functional priorities into scalable execution that improves service levels, reduces cost, and strengthens customer trust. Experienced in IBP design, forecast modeling, launch supply readiness, sourcing strategy, and AI-enabled planning tools. Equally effective leading large teams within enterprise environments and advising organizations on operational transformation, process optimization, and technology evolution.

Core Competencies

- Integrated Business Planning (IBP)
- Demand Planning & Forecast Modeling
- Inventory & Replenishment Strategy
- E-Commerce Fulfillment Planning
- Supply Chain Strategy & Transformation
- ML & AI-Enabled Planning Tools & Predictive Analytics
- S&OP Design & Governance
- Logistics Optimization
- Food Retail – Conventional & Digital
- Process Mapping & Lean Improvement
- Risk Management & Contingency Planning
- Change Management & Technology Implementation
- Supplier Engagement & Sourcing Strategy
- Team Leadership & Capability Development

Professional Experience

Independent Consultant – E-Commerce & Supply Chain Strategy

June 2025 – Present

Advise organizations on demand planning, forecasting design, inventory strategy, and ML / AI-enabled planning solutions. Partner with leadership teams to map and optimize processes, strengthen planning governance, and support launch supply readiness for new or scaling operations.

- Designed scalable forecast modeling frameworks aligned to business growth
- Advised on ML/AI tool development as operational user voice
- Guided inventory and replenishment policy optimization
- Supported launch supply planning and inventory readiness strategies

Voilà by Sobeys Inc.

2019 – May 2025

Head of E-Commerce Forecast, Replenishment & Produce Sourcing (Reported to SVP E-Commerce)

Led national e-commerce demand planning, inventory strategy, and sourcing operations across multiple fulfillment centers from conception to scale.

Key Results:

- Web shop product availability >95%
- Digital order fulfillment accuracy >98%
- Customer Freshness Guarantee NPS 70+
- Shrink reduction up to 30% YOY
- 3 e-commerce fulfillment centers launched
- 600 suppliers engaged and onboarded nationally
- 10–15% supply chain cost savings through logistics and replenishment optimization
- Deployed phased ML -enabled planning solutions
- Team satisfaction >80%
- Oversaw IBP design at e-commerce level, integrated predictive analytics into planning tools, and aligned sourcing strategy with demand variability and growth objectives.

Loblaw Companies Ltd.**Supply Chain Director, National Produce Replenishment****2004 - 2017**

Led national replenishment strategy for conventional grocery retail network.

Key Results:

- DC service levels to stores >94%
- Inventory reduction 10%+
- Improved availability while reducing waste
- Optimized replenishment and logistics planning policies

Supply Chain Manager, Produce Replenishment- Western Canada**2014 - 2017**

Progressively responsible roles in demand planning and replenishment across large-scale retail operations.

Key Results:

- Led transformation and centralization of produce replenishment supporting Western Canada banners
- Sourced, partnered and managed 3rd party logistics to support storage and logistics during peak seasons.
- Led process mapping and integration of 3rd party consolidation centers across USA to support optimizing freshness and service levels in Western Canada

Additional Related Projects**DHL-Smackers Division****2018**

Demurrage Fees Cost Reduction - (Value Stream Mapping Project)

Education, Certification and Awards

University of Toronto – Global Supply Chain Certificate (ETA 2026)

Lean Six Sigma Yellow Belt (2018)

Bachelor's Degree in English Literature

Star Women in Grocery Award 2022

Languages & Systems

Trilingual (English, French, Arabic)

Systems: SAP | JDA | OSP | Planning & Forecasting Tools