



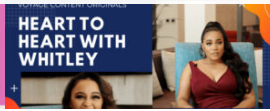
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APRIL 23, 2025

Exploring Life & Business with John Melbye of Become Demand Driven

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Today we'd like to introduce you to John Melbye.

Alright, so thank you so much for sharing your story and insight with our readers. To kick things off, can you tell us a bit about how you got started?

You might say I've had multiple lives. The first segment was spent in Agriculture, from a small dairy farm in Wisconsin. After a brief professional career in the dairy industry, I found my way into the Information Technology world and spent nearly 15 years in various IT Support and Leadership roles. From there, I transitioned into Supply Chain. And even that Supply Chain career has multiple facets. I'm very involved in the Twin Cities Chapter of ASCM (The Association for Supply Chain Management), and since 2018, my company (Become Demand Driven) has focused on the Demand Driven Material Requirements Planning methodology. Beginning with Training, we've added Consulting, and Software to ensure our customers can choose the level of support they need to make a significant impact. Much of my journey has been part being in the right place and time and part the willingness to take a path that may seem risky to many. I like to think that I'm a Thought Leader in the supply chain space, but of course, that honor is bestowed by the observer. Today, I find myself assisting customers throughout the United States, and because of virtual tools, often our students include international participants.

Alright, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?

It has definitely been an interesting journey. Each career change created a steep learning curve.

Let me tell the story of my supply chain journey. Supply Chains face constant disruption and chaos, at least in my experience. It can be exhilarating and satisfying, but it also can be exhausting and frustrating.

In 2012, I listened to a presentation by The Demand Driven Institute. A life changing moment. From there, I pursued a certification in the methodology and I saw the direction of a solution.

And as I like to say, once you see a solution, you cannot unsee it. You also cannot continue to use your old tools, knowing that without any change, they will never accomplish the intended goals.

A major focus of my work has been to show people the light that I have seen. Telling people that they must develop a new toolset, while everyone else in the world continues to use the old tool set is a long and challenging road.

Often, it's easier to point out the broken parts of a system than it is to accept that someone has developed a solution. And harder still to transition from one way of thinking to another.

Appreciate you sharing that. What should we know about Become Demand Driven?

Though we have a focus on the Demand Driven Methodology, our real focus is adding value for our customers.

Our business model proves it. We offer a retainer-like pricing model that can include everything we do. And, we offer a commitment free approach. Confusing?

What we are attempting to do has two parts.

1. Setting a monthly price means you know exactly how much you'll be paying each month. Training, consulting and software included.
2. We remove the agony of decision making. With no long-term commitment, try us on a month to month contract. As long as you are finding value with us, we remain your collaborative partner. This guarantees that we will always be focused on providing value for you, our customer. And creates the ability to change without penalty. How many of your business decisions offer that level of flexibility? How many software

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Do you have any advice for those looking to network or find a mentor?

I spent many years with my head down, attending conferences and other events, but always focused inwards. At one point in my career, I started to attend networking events and then realized my many years of error.

Network wherever you can. Networking is not about finding customers or finding jobs. It's about learning and teaching. It's about expanding your knowledge and sharing your ideas. It's about growing your list of advisors, coaches, mentors. And it's about becoming an advisor, coach or mentor. Everyone has something to learn and everyone has something to teach. Expanding your world through networking gives access in both directions.

Don't wait until you're not working to start networking.

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- Youtube: <https://YouTube.com/@BecomeDemandDriven>
- Other: <https://SupplyChainIllustrated.com>

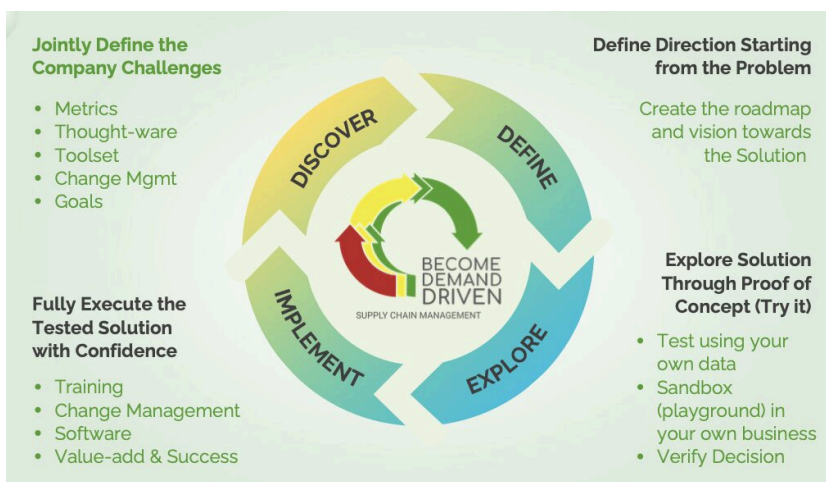




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