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# Bright Visionaries, Bold Innovators: Introducing FutureLink Barcelona's Speakers



FutureLink Barcelona (**Barcelona, Spain, 2-4 October**) is TraceLink's thought leadership and education event for leaders from across the life sciences and healthcare supply chain. More than 200 supply chain leaders will gather at the event as we explore ways to leverage track-and-trace data from global compliance standards such as EU FMD and get real-time supply chain data to fuel supply chain intelligence and drive critical end-to-end supply chain processes.

Leading the conversation at FutureLink Barcelona are the industry's foremost supply chain innovators and visionaries. Each of these individuals has ample experience driving successful supply chain digitalization projects and plenty of best practices to share. Today, we're excited to announce some of the insightful speakers presenting at [FutureLink Barcelona!](#)



**Lora Cecere**

Founder & Author

Supply Chain Insights LLC & Supply Chain Shaman



**Guy Coutin**

Vice President of Industry and Global Alliances

Tecsys



**Shabbir Dahod**

President and CEO

TraceLink



**Alessandro de Luca**

Group CIO and Head of IT

Merck Group





**Monika Derecque-Pois**

Co-Founder and Fmr. Director General  
Healthcare Chain Institute and GIRP



**Charles Gloor**

Co-Founder and Fmr. Head  
Healthcare Chain Institute (HCI) and Movianto



**Pasi Kemppainen**

Global Supply Chain Management, Serialization and Traceability  
Santen



## **George Llado**

Board Member Charles River Laboratories, Sierra Ventures, and TraceLink  
Former CIO Alexion & Merck

These speakers will deliver deep insight and actionable best practices covering four pressing challenges facing today's life sciences and healthcare supply chain across 50+ unique sessions. Here is a sneak peek at these themes and the specific



topics that some of our esteemed speakers will discuss!

## **Driving visibility and collaboration across the supply chain**

As supply chains expand to become bigger and more sophisticated, visibility and collaboration are critical to maintaining operational efficiency. Today's supply chain uses only 20% of its data, capitalising on that other 80% is key to taking the next step forward.

During her session on "Feeding Intelligent Decisions and AI Tools with Supply Chain Information from an Integrated Network of Networks," Lora Cecere, Founder and CEO of Supply Chain Insights, will demonstrate how visibility helps tame supply chain fragility and variability. She'll showcase the practicalities of digitalising essential supply chain transactions and orchestrating processes across the end-to-end supply chain to enable enhanced collaboration across entire supply networks and real-time supply chain visibility.

## **Strengthening business connections for win-win relationships**

Digitalising your supply chain doesn't just benefit your organisation—it delivers tangible value to your entire supply network. By making timely, accurate, and useful transaction data available to your partners, customers, and suppliers, you empower them to work with you more efficiently.

That will be the focus of the keynote from Alessandro de Luca, Group CIO and Head of IT of Merck Group. In his session on "Senior Executive Insights for Infusing Intelligence into Your Supply Chain," he will look at the value of trade partner interoperability and explore why building scalable digital bridges of visibility, collaboration, and orchestration is critical to activating strategic competitive advantages.



## **Enhancing integration for better intelligence orchestration**

Feeding your ERP and other enterprise systems with essential supply chain data from across your entire network enables you to capitalise on the vital intelligence contained in your supply chain to feed your AI tools and other transformative initiatives. This allows you to drive major process improvements to supply and demand planning, resource allocation, global growth initiatives, and more.

Pasi Kempainen, Global Supply Chain Management, Serialisation and Traceability at Santen, will give us a preview of what this looks like in action in his session “Practical Applications of AI-driven Intelligence for Track & Trace, Quality, and Beyond.” Kempainen will demonstrate practical applications for leveraging supply chain data with AI, covering use cases for serialisation and traceability, quality management, and more.

## **Securing market access by staying ahead of compliance**

New track-and-trace compliance requirements are always emerging, and existing requirements are constantly evolving. Businesses need a scalable approach to not only adapting to new and revised requirements but also leveraging this compliance data to enrich your enterprise systems and business processes.

In his keynote session, "Intelligent Orchestration of Your End-to-End Supply Chain," TraceLink President and CEO Shabbir Dahod will look at how track-and-trace and compliance is just the first step toward a broader digitalization journey. See why intelligent orchestration of products, partners, and processes is key to transforming supply chain performance, feeding internal stakeholders and cross-company teams with new levels of visibility, collaboration, and intelligence.

## More immersive sessions await at FutureLink Barcelona

These speakers and sessions are just some of the many discussions scheduled for FutureLink Barcelona this autumn, with many more being [unveiled in the coming weeks!](#)

While our insightful speakers are key to creating FutureLink’s energetic and insightful learning environment, that’s only one of many reasons to get excited. You’ll also have the opportunity to reinforce the insights gleaned from these sessions through educational TraceLink University workshops, an immersive product fair featuring the latest supply chain digitalisation solutions, and more.

Register today and get ready to share insights, inspirations, and ideas with your peers.

[Register Today!](#)

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**Blog**[Multienterprise Information Network Tower \(MINT\) Supply Chain Collaboration](#)

Contact TraceLink to learn more about FutureLink 2024 opportunities!

Fill out the form to contact us now.

### Related Content



**FutureLink Boston 2024 Highlights: Orchestrate Your End-to-End Supply Chain with TraceLink**

FutureLink Boston 2024 shined a light on life sciences and healthcare leaders driving digital supply chain transformation. Watch the video for highlights!

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**FutureLink Boston 2024 Keynote: How TraceLink Delivers End-to-End Supply Chain Digitalization**

Digitalization is the first step to resolving some of the life science industry's biggest challenges. TraceLink CEO Shabbir Dahod explains why in this article.

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#### **4 Exciting Opportunities at FutureLink Barcelona 2024 in October**

FutureLink Barcelona is TraceLink's annual thought leadership and education event for leaders from across the life sciences and healthcare supply chain.

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