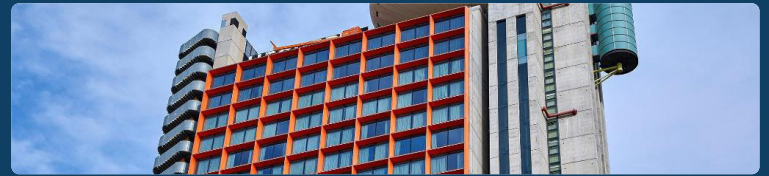


# AGENDA



EUROPEAN  
SUPPLY CHAIN  
EXECUTIVE SUMMIT  
**EUSCES24**  
November 11-13, 2024 | Barcelona, Spain



**Hyatt Barcelona Towers, Spain**

## NOVEMBER 11, 2024

4:10 pm - 4:55 pm

### Navigating the Path to Sustainable Supply Chains: Insights from Industry Leader

- Implementing Circular Economy Principles: Discussing strategies and best practices for integrating circular economy principles into supply chain management to reduce waste and promote sustainability.
- Collaborative Partnerships for Ethical Sourcing: Exploring the importance of building transparent and ethical partnerships across the supply chain to ensure responsible sourcing practices and fair labor standards.
- Leveraging Technology for Green Logistics: Examining the role of technology, such as blockchain and AI, in optimizing supply chain processes to minimize environmental impact, enhance efficiency, and improve sustainability outcomes.



**Roland Lechner**  
Managing Director,  
International Supply Chain  
ALDI



**Silke Sarger**  
SVP, Procurement  
Infineon Technologies

5:00 pm - 6:00 pm

### Panel Discussion: The ROI on Women and Diversity in Operational Leadership

- Creating a purpose-driven strategy that makes an impact as our organizations grow and nurtures a diverse workforce
- Understanding the leader's role as a force to shape and demonstrate corporate culture
- Illustrating the importance of today's leaders building up and supporting the next generation our organizations will need for the future.
- Offering examples of strong and effective mentorship programs in onboarding, cross-training, job shadowing, and continuing education that make the difference



**Eliza Simeonova**  
CSCO Mars Pet Nutrition  
Mars Inc

6:00 pm - 7:00 pm



## NOVEMBER 12, 2024

7:30 am - 8:15 am

**Registration and Breakfast**

8:15 am - 8:20 am

**Opening Remarks and Important Announcements**

# AGENDA

8:20 am - 8:30 am

## Chair's Welcome Address



**Daniel Myers**  
*Sr. Fellow at Haslam School of Business  
University of Tennessee  
Retired EVP of Integrated Supply Chain  
Mondelez International*

8:30 am - 9:05 am

## Resilience and Agility in Action Across the Supply Chain

- Understanding the impact of accelerated consumer trends over the last year and how supply chains can proactively respond
- Prioritizing resilience and agility across the end-to-end supply chain: How Diageo's Supply Chain & Procurement organization is accelerating its value chain transformation
- Learning about the specific ambitions of Diageo's supply chain to drive the business forwards and positively impact the world, across operations and beyond

# DIAGEO



**Ewan Andrew**  
*President, Global Supply & Procurement  
& Chief Sustainability Officer  
Diageo*

9:05 am - 9:40 am

## Positioning Your Supply Chain as a Driving Force for Change and Success

- Removing fragility from your supply chain by looking to reduce complexity and increase flexibility in your operations
- Strengthening your resilience to future supply chain impacts while supporting the changing demands of the wider business
- Data: Exploring strategies for the collection, management, and visualization of supply chain data
- Maximizing ongoing digital transformation

# amazon



**Stefano Perego**  
*VP, Global Operations  
Amazon*

## ROOM 1 CHAIR



**Daniel Myers**  
*Sr. Fellow at Haslam School of Business  
University of Tennessee  
Retired EVP of Integrated Supply Chain  
Mondelez International*

## ROOM 2 CHAIR



**René Buck**  
*CEO  
BCI Global*

# AGENDA

9:45 am- 10:20 am

## WORKSHOP BREAKOUT ROOM 1

### The Future of Decisions. Now.

Decision Intelligence lies at the intersection of AI, BI and automation. How does it fit into your business strategy? Exploring how Decision Intelligence delivers decision-making agility and scale to perform in an increasingly digital world Sharing examples of how to digitize, augment, and automate millions of decisions, resulting in significant performance gains

9:45 am- 10:20 am

## WORKSHOP BREAKOUT ROOM 2

### Improving Performance through Work Culture Transformation

- Aligning performance-improvement efforts with manager- and employee-development
- How can we drive up productivity while facing revenue shortfalls, inflationary pressures, and geopolitical impacts?
- Exploring proven methods organizations are employing that can reassure leaders and keep productivity on track
- Showing you how organizations survive during crises and thrive on new opportunities by sharing insights and lessons



10:25 am - 12:05 am

### Pre-Arranged One-to-One Meetings

10:30 am – 10:50 am: Meeting Slot 1/Networking  
10:55 am – 11:15 am: Meeting Slot 2/Networking  
11:20 am – 11:40 am: Meeting Slot 3/Networking  
11:45 am – 12:05 pm: Meeting Slot 4/Networking

12:10 pm - 12:45 pm

## BREAKOUT ROOM 1

### Strategies for Becoming Faster, Stronger, and Better

- Empowering a culture of positive change by ensuring that learning and development remains central
- Maximizing your sustainability endeavours by engaging your suppliers with your vision and targets
- Innovating across supply chain operations and processes to deliver tangible and timely results that contribute to industry critical demands and deadlines



**Paul Campbell**  
SVP, Supply Chain Europe  
PepsiCo

# AGENDA

12:10 pm - 12:45 pm

## BREAKOUT ROOM 2

### Fireside Chat: The Evolution of Resilient Supply Chains

- What are the remaining supply chain challenges in the post-pandemic world?
- Exploring ways to enhance digital transformation to build a resilient supply chain
- How are we increasing visibility by improving collaboration and predictive capabilities?
- Sharing best practices for identifying vulnerabilities
- Understanding current and future effects that climate and the economy are having and will have on supply chains
- What are the supply chain competencies and skill sets of the future?

AstraZeneca 



**Matt Winterman**  
SVP of Global Supply  
Chain and Strategy  
AstraZeneca

12:45 pm - 1:45 pm

### Overflow Lunch Seating

12:45 pm - 1:45 pm

### Themed lunch Discussions

Themed lunches are roundtable discussions on specific industry issues and challenges during lunch hour. Each roundtable will be led by a sponsor or delegate who is an expert in the field. Limited seating is available, so please sign up for your preferred topic through the event app. Choose from:

**How Do We Harness the Power of Inclusion and Diversity in Supply Chain**



**Ena Ryan**  
Director, Quality &  
Sourcing  
Munters Europe AB

**Building a Supply Chain Analytics Team from Scratch**

**AI-Driven Decision-Making in Supply Chains**

**Increasing Efficiencies a Financially Challenging Environment**

**Overcoming Challenges to Supplier Diversity**

**Increasing Retention and Attraction of Quality Talent**

# AGENDA

1:45 pm - 2:20 pm

## Going Back to the Basics for Successful Digital Transformation

- Focusing on eliminating defects and waste in operations first to create robust standard processes
- Lessons on achieving sustainable business outcomes and return on investment
- Using digital solutions to amplify and build on improvements to take performance to the next level
- Transforming operations into growth and profitability engines



**Fares Sayegh**

*SVP, Product Supply, Fabric Care,  
Global Supply Network Operations  
and Manufacturing Discipline  
Procter & Gamble*

2:25 pm - 3:00 pm

### WORKSHOP BREAKOUT ROOM 1

## New Role of Generative A.I in Achieving Supply Chain Orchestration

- Insights on how to deliver on growing pressures to reduce costs, emissions, and resources
- Navigating increased expectations, economic headwinds, and complexities across your supply chain
- Utilizing and testing AGI to automate outputs of the connected supply chain ecosystem

# TMC

A DIVISION OF  
C.H. ROBINSON

2:25 pm - 3:00 pm

### WORKSHOP BREAKOUT ROOM 2

## Planning Processes and Control Towers: Mastering Supply Chain Velocity

- Increasing speed across your supply chain to cut down lead times improve customer service
- Optimizing your control towers to streamline processes throughout your organization
- How can we focus on enabling clarity and collaboration across supply chain operations?

3:05 pm - 4:15 pm

## Pre-Arranged One-to-One Meetings

3:05 pm – 3:25 pm: Meeting Slot 5/Networking

3:30 pm – 3:50 pm: Meeting Slot 6/Networking

3:55 pm – 4:15 pm: Meeting Slot 7/Networking

# AGENDA

4:20 pm - 4:55 pm

## BREAKOUT ROOM 1

### The Importance of Resilient Global Supply Chains

- Focusing on building diverse and interconnected supply chains to achieve supply chain excellence
- Designing and implementing solutions that enable us to leverage global resources in the best way possible
- Best practices to ensure safe, timely, and cost-effective patient and consumer access
- Exploring key principles for public policies on resilient supply chains, including open borders, diversified sourcing, strong forecasting



**Erika Linton**  
Global Head Supply  
Chain Strategy & Design  
H&M

4:20 pm - 4:55 pm

## BREAKOUT ROOM 2

### How to Win with SC Data/Time Automation- Step by Step Guide

- Leadership Vision: Medtronic aims to be a global leader in healthcare technology, transforming over 70 medical conditions with data-driven insights.
- Strategic Analytics: Centralized data strategy with a decentralized feel enhances operational efficiency and decision-making across the supply chain by driving one best way.
- Embracing Progress: The company prioritizes practical progress over perfection, focusing on standardization and advanced analytics.
- Tangible Results: Analytics have led to a 45-fold increase in engagement and significant operational improvements, including automation of 240,000 hours of work.
- Cultural Shift: Medtronic's data-centric culture drives better service, quality, and competitive advantage.

**Medtronic**



**Luciano Miranda**  
Vice President – GOSC Data  
Analytics and Insights  
Medtronic

4:55 pm - 5:30 pm

### Creating a Carbon-Conscious Supply Chain

- Discussing innovative approaches to decarbonising supply-chains in a space where options are limited
- Leveraging digital technologies such as monitoring carbon hotspots and remote supply-chain operations through satellite imagery to aid in your decarbonisation journey
- Embracing sustainability in logistics and understanding how it influences operational performance



**Arne Flemming**  
SVP, Corporate Supply  
Chain and Global Logistics  
Bosch

# AGENDA

5:30 pm - 5:35 pm

## Chair's Closing Remarks



**Daniel Myers**

*Sr. Fellow at Haslam School of Business  
University of Tennessee  
Retired EVP of Integrated Supply Chain  
Mondelez International*

5:35 pm - 7:00 pm



## NOVEMBER 13, 2024

7:30 am - 8:20 am

## Registration and Breakfast

7:45 am - 8:20 am

**BREAKFAST  
WORKSHOP  
BREAKOUT  
ROOM 2**

### De-Risking Ocean Freight Through Port Logistics Optimization

- Understanding how enhanced ports can balance intersecting infrastructure to deliver a flexible and agile service from ocean to rail, road and warehouse.
- Realise the crucial role ports are playing in decarbonising your value chain, from electrification to alternative fuels.
- Discover the direction ports are taking towards logistics hubs, catering for your intermodal needs and facilitating a more flexible supply chain

8:25 am - 8:35 am

## Chair's Opening Remarks



**Daniel Myers**

*Sr. Fellow at Haslam School of Business  
University of Tennessee  
Retired EVP of Integrated Supply Chain  
Mondelez International*

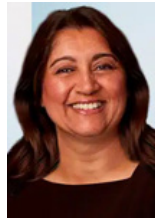
# AGENDA

8:35 am - 9:10 am

## Nurturing Talent and Shaping the Next Generation of Supply Chain Leaders

- Developing talent and working with key partners to maintain the right skills that are defining a changing supply chain industry
- Emphasizing strategic thinking and tactical fundamentals to find impactful individuals that will enhance teams and exceed requirements
- Focusing on implementing programs that help attract young talents, collaborate with academia, promote STEM programs, inspire female role models, and provide career-long learning for all

**HAL**  **ON**



**Namrata Patel**  
Chief Supply Chain Officer  
Haleon

9:10 am - 9:45 am

## The Future of CPG Supply Chains

- Exploring the latest supply chain trends in sustainable sourcing
- The good and the bad of Artificial Intelligence and what we can expect in the next 5 years
- Discovering innovative strategies and insights for optimizing operations through digital solutions



**Aksel Eroglu**  
Group Head of Operations  
Strategies & Supply Networks  
Nestlé

## ROOM 1 CHAIR



**Daniel Myers**  
Sr. Fellow at Haslam School of Business  
University of Tennessee  
Retired EVP of Integrated Supply Chain  
Mondelez International

## ROOM 2 CHAIR



**René Buck**  
CEO  
BCI Global



# AGENDA

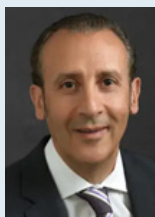
9:50 am - 10:25 am

## BREAKOUT ROOM 1

### Enhancing the Omnichannel Experience through Optimized Logistics

- Aligning the old with the new to create an omnichannel experience that meets your customer where they want to be
- Navigating disruption and adapting to customer's shifting demands by strengthening partnerships to improve performance
- Focusing on delivering with predictability, managing volatility and collaborating for sustainability

ESTÉE  
LAUDER  
COMPANIES



**Jamal Chamariq**  
SVP, Global Supply Chain  
The Estée Lauder Companies Inc.

9:50 am - 10:25 am

## BREAKOUT ROOM 2

### E2E Supply Chain: The Balancing Act of Supply Chain Optimization

- What are the current implications of different customer requirements on a reliable E2E supply chain?
- Key strategies to establish a fast, stable, and flexible network that is reliable when it comes to fulfilling customer expectations
- Using intelligent processes and systems to drive real time and transparent supply chain communications



**Alexandre Turolla**  
SVP, Chief Procurement Officer  
IFF Inc.

10:25 am - 11:15 am

### Pre-Arranged One-to-One Meetings

10:30 am – 10:50 am: Meeting Slot 8 / Networking

10:55 am – 11:15 am: Meeting Slot 9 / Networking

11:20 am - 11:55 am

## WORKSHOP BREAKOUT ROOM 1

### Optimizing Inventory Management by Leveraging Accurate, Data Driven Decision-Making

- Prioritizing the identification of communication breakdowns across your supply chain in order to enable accurate forecast decision making
- Understanding the fluctuating needs of your customers and the impact on your inventory decisions
- Implementing a flexible and resilient protocol to drive retention and satisfaction
- Balancing inventory with cost and performance by embedding necessary intelligent demand forecasting solutions



11:20 am - 11:55 am

## WORKSHOP BREAKOUT ROOM 2

### Strategies for Assessing and Prioritizing Circular Economy Opportunities

- Providing a process and framework to assess opportunities in the supply chain
- Aligning business and stakeholder needs to impact and prioritize opportunities for execution
- Identifying opportunities in your industry and how to capitalize on new avenues for revenue

# AGENDA

12:00 pm - 12:35 pm

## Building Sustainability into Our Supply Chain Network Planning Processes and Strategies

- What does making Sustainability a fundamental and integral part of our network planning look like in real terms?
- Highlighting the importance of buy-in from all levels of the supply chain organization to shift mindsets from environmental performance being a 'nice to have' added to the end of projects rather than a 'must have' built in from the very beginning
- Demonstrating the difference "Elevating Sustainability" thinking can bring to Scope 1, Scope 2, and Scope 3 results to prove proactive works better, costs less, and moves faster than reactive ESG strategies
- Offering best practices and lessons learned to other companies looking to reshape their own network planning philosophies and policies based on our real-world experience



**Stephane Piat**  
Senior Vice President Global Supply  
Chain Strategy & Performance  
**Schneider Electric**

12:35 pm - 1:35 pm

## Overflow Lunch Seating

12:35 pm - 1:35 pm

## Themed lunch Discussions

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**Building an Efficient, Cross-Functional Supplier Quality Management Program**

**Proactive Sustainability Strategies to Get Ahead of Regulation**

**Automating and Optimizing Scheduling with the Power of AI**

1:35 pm - 2:10 pm

## Redefining Global Value Chains for the Future

- Should we be re-evaluating and fundamentally redesigning our operations strategies to remain competitive?
- How automation, regulations, and the quest for efficiency are transforming global supply chains
- Rethinking supply chain and manufacturing footprints: Onshoring vs. Offshoring vs. Friendshoring vs Nearshoring



**Maria Pia De Caro**  
EVP, Operations  
**Pernod Ricard**

# AGENDA

2:10 pm - 2:45 pm

## Anticipating Change and Shaping the Future with Supply Chain and Manufacturing

- Discussing which digital developments and applications of data will enable your business to drive synchronized decision making and successes across the entire value chain
- Exploring the core pillars for establishing a robust supply chain operation that enables resilience
- Improving response time to shocks and speed to adapt to what the future holds for operations and consumer demands
- Sharing strategies for using your supply chain as a key performance enabler for the business

2:45 pm - 2:50 pm

## Chair's Closing Remarks



**Daniel Myers**

*Sr. Fellow at Haslam School of Business*

**University of Tennessee**

*Retired EVP of Integrated Supply Chain*

**Mondelez International**