

Orchestrating Outcomes for External Manufacturing: Jeff Borden of Sandoz on How to Build Strategic Partnerships Between Brand Owners and CMOs – Part 2

Key Topics:

- How strategic collaboration between CMOs and brand owners drives innovation and adaptability.
- Real-life examples of successful collaboration leading to mutual growth and patient-focused outcomes.
- Common pitfalls in digital integration, including data readiness and financial constraints.
- Leadership strategies for scaling pilot initiatives into impactful, long-term transformations.
- Methods to measure digital maturity and achieve sustainable supply chain transformation.

Strategic collaborations between brand owners and CMOs can help both organizations address challenges like market expansion, site readiness, and shifting production priorities. In Part 2 of this Orchestrating Outcomes interview,

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Jeff Borden, VP of North America Supply Chain at Sandoz, shares real-world examples of how aligning long-term objectives can transform short-term hurdles into opportunities for innovation and patient-focused outcomes. Jeff also talks about the biggest obstacles to successful digital integration and outlines actionable steps for leaders to ensure scalability, measure progress, and realign strategies for maximum impact.

Watch now to learn how to overcome the challenges that lead supply chain digitalization projects to fail. And if you missed it, be sure to **watch Part 1 of our interview with Jeff Borden** for additional insights on forming strategic, long-term partnerships between brand owners and CMOs.

Video Highlights:

- **00:22** - Are brand owners and CMOs open to stronger collaboration?
- **05:30** - Why do supply chain digitalization projects fail?
- **10:10** - How do you assess when you've achieved the right level of integration with partners?
- **14:03** - What are the top KPIs brand owners can improve through digital integration with CMOs?
- **17:15** - Where are the biggest growth opportunities for brand owners and CMOs, and how can digitalization drive them?

View Series

VideoMINT for External ManufacturingOrchestrating Outcomes, Supply Chain DigitalizationManufacturing
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Thank you! We will contact you soon!

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Orchestrating Outcomes for External Manufacturing: Jeff Borden of Sandoz on How to Build Strategic Partnerships Between Brand Owners and CMOs – Part 1

Jeff Borden, VP of North America Supply Chain at Sandoz, shares his insights on complexities of supply chain digitalization from both a brand owner and a CMO perspective. Watch now!
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