



RESOURCES

Home
Resources
Resource Center

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,

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

Meet with TraceLink to learn more about supply chain digitalization!
Fill out the form to schedule a meeting now.

Related Content



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!

[View More](#)



Orchestrating Outcomes for External Manufacturing: Arun Giddu of Thermo Fisher Scientific on Laying the Groundwork for Long-Term ROI in Supply Chain Digitalization - Part 1

Arun Giddu, Director of Supply Chain at Thermo Fisher Scientific, explains why a well-implemented ERP system and a robust layer of master data are critical to achieving ROI on supply chain digitalization initiatives. Watch now!

[View More](#)



Orchestrating Outcomes for External Manufacturing: Arun Giddu of Thermo Fisher Scientific on Laying the Groundwork for Long-Term ROI in Supply Chain Digitalization - Part 2

Arun Giddu, Director of Supply Chain at Thermo Fisher Scientific, provides a step-by-step guide on how to measure the success of a supply chain digitalization initiative. Watch now!

[View More](#)



Orchestrating Outcomes for Logistics: Guy Courtin of Tecsys Inc. on the Impact of Supply Chain Digitalization - Part 1

Guy Courtin of Tecsys Inc. discusses the importance of data accuracy, the "Amazon effect" on healthcare logistics, and the challenges of digitalization in a constantly changing supply chain environment. Watch the video!

[View More](#)



Orchestrating Outcomes for Logistics: Guy Courtin of Tecsys Inc. on the Impact of Supply Chain Digitalization - Part 2

Guy Courtin of Tecsys Inc. shares insights on outsourcing, DSCSA, warehouse automation, the Internet of Things, and their impact on supply chain digitalization initiatives. Watch the video!

[View More](#)



Orchestrating Outcomes for Logistics: Dan Bell of Marken on Driving Digitalization and Patient-Centric Innovation in Pharma Supply Chains - Part 1

Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken, shares insights on how Marken leverages UPS's vast global network to ensure patient safety and product quality. Watch the interview!

[View More](#)