RESOURCES



Orchestrating Outcomes: Improving Brand Owner-CMO Relationships through Supply Chain Digitalization

Featuring Ceetal Amin, Director of North America External Supply Chain at Sandoz

How can life sciences brand owners develop more strategic partnerships with CMOs? In this episode of Orchestrating Outcomes, Ceetal Amin, Director of North America External Supply Chain at Sandoz, discusses how digital integration transforms brand owner-CMO relationships enabling the real-time exchange of a wide range of business transactions. Amin also highlights the key challenges like technology selection and resource planning, emphasizing the need for tailored approaches that drive more strategic engagements and greater operational efficiency.

Key topics:

- **Exchanging Key Transaction Types to Enhance Brand Owner-CMO Collaboration**
- **Aligning CMOs on Supply Chain Digitalization for Long-Term, Mutual Benefit**
- **Why Brand Owner-CMO Digitalization Journeys Stall, and How to Sustain Them**
- **Tracking your CMO Digitalization Progress: KPIs and Operational**

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Efficiency

- **Ceetal Amin of Sandoz on Improving Brand Owner-CMO Relationships through Supply Chain Digitalization - Part 1**
- **Ceetal Amin of Sandoz on Improving Brand Owner-CMO Relationships through Supply Chain Digitalization - Part 2**

Explore the interview highlights below and then watch the full interview for more insights.

Exchanging Key Transaction Types to Enhance Brand Owner-CMO Collaboration

(1 minute watch) Ceetal Amin, Director of North America External Supply Chain at Sandoz, explains how sharing key transaction data—such as artwork updates, quality and temperature control metrics, shipment requirements, and tracking information—in real time can strengthen brand owner-CMO collaboration. This transparency fosters stronger partnerships, enhances responsiveness, and drives more efficient supply chain operations.

Aligning CMOs on Supply Chain Digitalization for Long-Term, Mutual Benefit

(2 minute watch) Strategic supplier relationships are essential for successful digitalization. In this clip, Amin explains that quarterly business reviews provide a valuable forum for fostering alignment, discussing expectations, and exploring shared benefits. Educating CMOs on how digital tools can benefit them is also key to driving engagement and mutual growth.

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Why Brand Owner-CMO Digitalization Journeys Stall, and How to Sustain Them

(2 minute watch) Measuring the success of CMO digital integration involves tracking KPIs, such as customer service levels and inventory metrics, while assessing gains in efficiency and operational processes. Reaching key performance targets signals that digitalization maturity has been achieved.

Tracking your CMO Digitalization Progress: KPIs and Operational Efficiency

(2 minute watch) Digitalization can enhance data sharing, reduce costs, and enable faster responses to market changes. It also supports better inventory management and stronger collaboration with strategic suppliers. However, as Amin explains in this clip, this level of agility and responsiveness is only possible when brand owners and CMOs are strategically aligned.

Ceetal Amin of Sandoz on Improving Brand Owner-CMO Relationships through Supply Chain Digitalization - Part 1

(20 minute watch) Ceetal Amin, Director of North America External Supply Chain at Sandoz, emphasizes that digitalization can not only enhance data sharing and reduce costs, it can also enable faster reactions to market changes, better inventory management, and stronger collaboration with strategic suppliers. But she cautions that this enhanced supply chain agility and responsiveness only happens when brand owners and CMOs are strategically aligned.

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Ceetal Amin of Sandoz on Improving Brand Owner-CMO Relationships through Supply Chain Digitalization - Part 2

(26 minute watch) In Part II of this interview, Ceetal Amin, Director of North America External Supply Chain at Sandoz, stresses that effective digital integration requires brand owners to go beyond basic P2P transactions and focus on building long-term, strategic supplier relationships that create mutual benefits. Selecting the right technology, simplifying processes, and using measurable KPIs to enhance communication and collaboration are critical for improving operational efficiency and responsiveness.

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

Jeff Borden, VP of North America Supply Chain at Sandoz, shares real-world examples of how aligning long-term objectives between brand owners and CMOs can transform obstacles into opportunities for innovation and patient-focused outcomes. Watch now!

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Orchestrating Outcomes

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