RESOURCES



Orchestrating Outcomes: Driving Digitalization and Patient-Centric Innovation in Pharma Supply Chain Logistics

Featuring Dan Bell, Senior VP of Innovation and Strategic Operations at Marken

Today, many life sciences companies leverage their supply chain data to solve immediate issues. But to take the next step and proactively identify disruptions before they strike, organizations need higher quality supply chain data and innovative supply chain solutions. Get insight into the future of pharmaceutical supply chain management in this interview with Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken.

Key topics:

- **How Marken's Technology Investments Enable a More Agile Supply Chain**
- **No Room for Error: Orchestrating Seamless Logistics with Real-Time Data**
- **How Data Helps Surface Issues Before They Become Catastrophes**
- **Failing Forward: How Data Access Empowers Process Improvement**
- **Dan Bell of Marken on Driving Digitalization and Patient-Centric Innovation in Pharma Supply Chains - Part 1**
- **Dan Bell of Marken on Driving Digitalization and Patient-Centric**

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Innovation in Pharma Supply Chains - Part 2

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

How Marken's Technology Investments Enable a More Agile Supply Chain

(2 minute watch) Change is a constant in the pharmaceutical supply chain. Hear from Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken, on how his company leverages the strength of the UPS network and its technology investments to capitalize on change and turn it into opportunities for business growth.

No Room for Error: Orchestrating Seamless Logistics with Real-Time Data

(1 minute watch) For advanced cell and gene therapies, there is no room for error. Once samples are collected from patients, they need to be processed at the lab and reinfused quickly. See why Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken, believes seamless data exchange is critical to ensuring everything goes to plan.

How Data Helps Surface Issues Before They Become Catastrophes

(2 minute watch) How do you catch the "near misses" before they turn into supply chain catastrophes? According to Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken, the key is real-time supply chain data and

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analytics! See how Marken leverages supply chain data to surface anomalies and take preventative action.

Failing Forward: How Data Access Empowers Process Improvement

(2 minute watch) Mistakes are excellent learning opportunities—but it becomes difficult to glean insights from incidents if the data isn't accessible. Hear from Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken, on how Marken collects and shares real-time data to fuel process improvements across their global organization.

Dan Bell of Marken on Driving Digitalization and Patient-Centric Innovation in Pharma Supply Chains – Part 1

(18 minute watch) By focusing on predictive insights and risk mitigation, companies can transform supply chain challenges into opportunities for innovation and resilience. Watch this interview with Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken, to get insights into leveraging predictive insights for cold chain logistics, digitalization, compliance, and more.

Dan Bell of Marken on Driving Digitalization and Patient-Centric Innovation in Pharma Supply Chains – Part 2

(22 minute watch) Unlocking supply chain efficiency isn't just about adopting new technology—it's about mastering the art of exception management and proactive problem-solving. In this video, Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken, explains why supply chain data is necessary for

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better decision-making and continuous improvement.

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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!

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Orchestrating Outcomes for Logistics: Dan Bell of Marken on Driving Digitalization and Patient-Centric Innovation in Pharma Supply Chains – Part 2

Dan Bell, Senior Vice President of Innovation and Strategic Operations at Marken, explains why building resilience into every link of the supply chain is the key to driving both precision and progress. Watch the interview!

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Orchestrating Outcomes

Gain insights and actionable strategies from life sciences industry leaders driving digitalization across the end-to-end supply chain.
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