RESOURCES

Meet the Visionaries Shaping the Future of the Life Sciences Supply Chain at FutureLink Barcelona 2025



Agentic AI is no longer a theoretical promise—it's rapidly becoming a competitive imperative for pharmaceutical and healthcare supply chains. But real transformation doesn't start with algorithms. It starts with data: real-time, actionable, end-to-end data that spans your multienterprise network. That's what makes **FutureLink Barcelona 2026** the must-attend event of the year for leaders across the life sciences supply chain. This year's event takes place **19 - 21 October** at the Grand Hyatt in Barcelona.

As the industry pushes forward into an AI-driven future, FutureLink Barcelona 2025 provides a forum to discover how agentic orchestration—powered by real-time, multienterprise network data and TraceLink's OPUS platform—is delivering measurable impact across supply, manufacturing, distribution, and commercial operations. **Register now** to be part of the conversation.

Featured Speakers: Just a Some of the Leaders You'll Hear From

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Shabbir Dahod

President and CEO, TraceLink

Shabbir will share TraceLink's vision for enabling Agentic AI in the pharmaceutical supply chain—and explain how intelligent orchestration, powered by real-time multienterprise data, is redefining what's possible in AI-driven decision-making and supply network performance.

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Alessandro de Luca

Chief Information Officer, Merck KGaA

Alessandro will share his vision for how agentic AI will reshape the future of supply chain decision-making. He will discuss how Merck KGaA is laying the foundation for agentic AI by harnessing digital supply chain data to enable faster, more strategic decision-making. He'll share his perspective on how AI capabilities are evolving—and what it will take for organizations to prepare for a future where AI systems act with greater autonomy and intent.

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Alberto Bartolini

Chief Executive Officer, CIT

Alberto will join a fireside chat to share why CIT adopted TraceLink MINT as a foundation for improving forecast and order collaboration with its customers. He'll describe the challenges of working with limited forecast visibility—where even well-intentioned collaboration efforts often fall short without a shared, real-time

© TraceLink Inc. 2009 - 2025 All Rights Reserved

view of demand—and how MINT is helping CIT overcome these barriers by driving transparency, data integrity, and stronger planning outcomes.

Alberto will also discuss how CIT is using this transformation to optimize core business processes, consolidate documentation digitally, and build a more integrated system landscape. With decades of leadership experience, he'll offer candid reflections on where to begin, how to shift mindsets across the organization, and why—even for smaller companies—the path to digitalization presents many of the same challenges faced by larger enterprises.

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Mike Dougan

Head of Sales, Devatis Inc.

Mike will share how the company is working to digitalize its order-to-cash process to better align supply chain execution with commercial goals. He'll explain how improving forecast and order collaboration is key to shortening lead times, reducing cash-to-cash cycle times, and delivering higher product availability and service levels. Mike will also discuss why Devatis selected TraceLink MINT as part of this transformation and how a digital order-to-cash strategy can help ensure

© TraceLink Inc. 2009 - 2025 All Rights Reserved

more accurate supply plans, maximize order fulfillment, and elevate the overall customer experience.



Tsu Rasolonjatovo

Global Logistics Transformation Leader and Process Owner

Tsu will join a panel discussion on building digital supply networks that align with the demands of today's patient-centric healthcare landscape. Tsu will share how

© TraceLink Inc. 2009 - 2025 All Rights Reserved

leading organizations are **redesigning logistics models to support agility**, visibility, and responsiveness—linking upstream supply strategies with real patient demand. He'll also explore the mindset shifts and process innovations needed to drive transformation at scale, and how technology can enable not just better delivery, but better outcomes.



Pasi Kemppainen

© TraceLink Inc. 2009 - 2025 All Rights Reserved

Head of Global Serialization, Traceability, and Digital Strategy, Santen

Pasi Kemppainen, Head of Global Serialization, Traceability, and Digital Strategy at Santen Pharmaceutical, will discuss how the company is **advancing its AI strategy** to address complex serialization and traceability challenges. He'll share how Santen developed its internal AI tool, Chat AIRI, and how small-scale experimentation is evolving into a structured, cross-functional AI strategy focused on standardization, governance, and enterprise value.

Pasi will explain how Santen is identifying high-impact opportunities for AI—ensuring the right use cases are prioritized and avoiding siloed experimentation. He'll explore how to build internal competencies, manage the lifecycle of AI applications, and define effective AI steering committees. He'll also examine how validation requirements are evolving in the context of agentic supply chains and discuss the shift from collaboration to co-innovation with technology partners to drive scalable innovation. Finally, he'll share insights on how to operationalize data more effectively with AI and why strong governance and mindset change are essential to long-term success.

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Ateh Atabong

Senior Product Manager, Healthcare, DSV – Global Transport and Logistics

Ateh will join a panel discussion focused on creating a digital supply network that responds to patient-driven demand in the European healthcare market. He'll share how DSV is enabling a more human-centric supply chain—where world-class customer service is defined by the ability to meet patient needs with speed, transparency, and flexibility. Ateh will also explore how digitalization is helping DSV's 4PL teams bring more value to pharmaceutical customers by aligning

© TraceLink Inc. 2009 - 2025 All Rights Reserved

logistics solutions with experience-driven expectations.

Explore the Future of AI and Digital Transformation

At the core of FutureLink Barcelona 2025 is a critical insight: AI in the supply chain only works when it’s powered by high-quality, real-time, end-to-end data. Through the concept of agentic orchestration, TraceLink is enabling life sciences companies to move beyond fragmented, siloed data and unlock enterprise-wide intelligence. Agentic orchestration combines data, digital processes, and AI agents to drive operational excellence, improve partner collaboration, and generate strategic business outcomes.

You’ll hear from executives and practitioners who are actively deploying these capabilities to solve today’s most urgent supply chain challenges—avoiding product shortages, optimising inventory, streamlining compliance, and reducing cost and complexity across every supply node.

More Than a Conference—A Community of Innovators

FutureLink is more than just a place to listen—it’s a space to collaborate. Attendees will participate in over 50 educational sessions, hands-on TraceLink University training, and peer networking opportunities designed to turn insight into action. You’ll gain practical knowledge on how to:

- Maximise revenue by avoiding out-of-stock events.
- Free up working capital through improved inventory planning.
- Automate partner collaboration with real-time data exchange.
- Ensure compliance with evolving EU FMD and global regulations.
- Drive end-to-end digitalisation using a single platform.

Whether you're leading external manufacturing, logistics, procurement, commercial operations, or regulatory compliance, FutureLink Barcelona 2025

© TraceLink Inc. 2009 - 2025 All Rights Reserved

offers the strategies and tools you need to meet your goals—and a peer community to help you get there.

Secure your place today and join the leaders driving intelligent, end-to-end supply chain orchestration across the life sciences industry.

BlogMultienterprise Information Network Tower (MINT)Supply Chain Digitalization

© TraceLink Inc. 2009 - 2025 All Rights Reserved