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From Planning to Execution: How Clarkston Consulting and TraceLink Support Phase 3 Companies on the Path to Commercialization

For Phase 3 pharmaceutical companies, preparing for commercial launch isn't just about scale—it's about structure. Success depends on having the right systems, processes, and partnerships in place well before the first shipment goes out the door.

Bob Lamont, Partner at Clarkston Consulting, shares his perspective on what it takes to build a strong foundation for commercialization. From establishing planning discipline and formalizing roles to integrating the right technologies, Lamont explains how TraceLink solutions help companies reduce manual effort, improve visibility, and make more agile decisions. He also discusses how **TraceLink's MINT solution** supports digital supply chain collaboration and creates new opportunities to streamline operations.

Key Takeaways:

- Phase 3 companies must shift from science-focused operations to commercial-ready supply chain planning.
- Real-time access to supply and demand data enables faster decision-making

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and greater agility.

- TraceLink’s MINT supports supply chain digitalization, enabling more efficient collaboration with trading partners.

Watch the full interview to learn how Clarkston Consulting and TraceLink are helping early-stage pharma companies build the foundation for successful commercialization.

Video Highlights:

00:15 - Can you give us some background on Clarkston Consulting and your role there?
00:28 - How do Phase 3 companies need to evolve as they prepare for commercial launch?
01:23 - What's the biggest success factor when moving from Phase 3 to commercialization?
01:56 - How can TraceLink help companies improve agility during commercialization?
02:28 - How does TraceLink's MINT solution improve efficiency for early-stage pharma companies?

VideoMultienterprise Information Network Tower (MINT), US Drug Supply Chain Security ActPhase 3 / CommercializationSupply Chain
Meet with TraceLink to learn more about Phase 3 commercialization.
Fill out the form to schedule a meeting now.

Thank you! We will contact you soon!

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