Why End-to-End Value Chain Orchestration Powered by AI Helps Leaders Meet Corporate Goals



For large global enterprises like Nestlé, complexity spans thousands of brands, suppliers, and distribution channels. In this **FutureLink Barcelona 2025** session, Christophe Villain, a digital transformation leader at Nestlé, explains why the key to competitiveness lies in breaking down silos and orchestrating the entire value chain—from procurement and planning to manufacturing and logistics—through AI-driven insight and automation.

Villain shows how shifting from function-based decisions to end-to-end orchestration improves agility, resilience, and alignment with corporate goals. He explores how data governance, interoperability, and AI are enabling Nestlé to achieve true consumer-centric operations, unlock productivity, and turn enterprise data into a strategic asset that drives measurable impact across revenue, margin, and sustainability.

Key takeaways:

- Why cross-functional orchestration, not functional optimization, is the foundation for agility, competitiveness, and consumer centricity.

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- How unified data platforms and agentic AI enhance forecasting, planning, procurement, and logistics performance across the value chain.
- The cultural, organizational, and leadership shifts required to turn digital transformation into tangible business value.

Watch the session to learn how AI-powered value chain orchestration helps business leaders translate corporate strategy into operational excellence—achieving faster decisions, greater efficiency, and stronger financial outcomes.

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