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Leveraging Better Visibility and Collaboration Across External Manufacturing and Logistics Through Digitalization



Managing dozens of contract manufacturers and thousands of customer touchpoints creates immense operational complexity. At **FutureLink Barcelona 2025**, Tomasz Marchewa, Group Head of Supply Chain at USP Zdrowie, joins Dan Walles, Vice President of Product Marketing at TraceLink, to discuss how digitalization is transforming external manufacturing and logistics collaboration.

Marchewa explains how USP Zdrowie is tackling the challenges of coordinating 60–70 CMOs, managing large inventories, and balancing unpredictable consumer demand. By improving data sharing, automating communication, and applying AI-driven process optimization, the organization is finding new ways to improve efficiency, reduce working capital, and strengthen relationships across its external supply network. Marchewa also highlights the company's use of "AI heroes"—employees embedded across business functions to identify and implement small but impactful automation opportunities that make work faster, smarter, and more engaging.

Key takeaways:

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- How to improve visibility and collaboration with CMOs and logistics partners through digitalization and shared data.
- Why automation and AI help reduce errors, streamline forecasting, and improve working capital while maintaining product availability.
- How USP Zdrowie empowers teams through “AI heroes” who drive practical, people-focused innovation.

Watch the session to learn how digitalization and AI are helping life sciences manufacturers orchestrate operations more effectively across external partners and complex logistics networks.

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