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# Why It's Critical to Start Your Supply Chain Digitalization Journey



Delaying digitalization only increases risk. At **FutureLink Barcelona 2025**, Torben Weilmuenster, Vice President of Supply Chain and Site Head at Merz Pharma, explains why mid-sized pharmaceutical companies cannot afford to wait—sharing how workforce shifts, supply crises, and rapid innovation cycles make digital transformation a strategic necessity, not an option.

In this conversation with Brian Daleiden, Vice President of Corporate Marketing, Communications, and Community at TraceLink, Weilmuenster discusses Merz's ongoing transformation and what it takes to begin effectively: from aligning strategy across business and IT to fostering experimentation and learning. He also reflects on lessons learned from managing major operational change while digitalizing core processes in parallel.

### Key takeaways:

- Why postponing digitalization amplifies operational, workforce, and competitive risks.
- How to align strategic vision, stakeholder priorities, and partner readiness to ensure lasting success.

- Practical steps for starting small, learning fast, and maintaining momentum amid industry and organizational change.

Watch the full discussion to understand why the most successful supply chains are those that have already started their digitalization journey.

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**Thank you! We will contact you soon!**

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