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Learnings in Organizing and Aligning Your Organization to Successfully Launch and Leverage Al Projects



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Success with AI depends on more than data or tools—it requires cultural alignment and clear strategic direction. At **FutureLink Barcelona 2025**, Pasi Kemppainen, Director of Global Supply Chain Traceability and Digital Strategy at Santen, shared how the company is launching Hikari, a cross-functional and cross-regional initiative designed to embed AI and machine learning into everyday business processes.

Kemppainen explained how Santen is uniting leadership and employees around a common vision for AI adoption, leveraging existing corporate IT assets, and creating a culture of curiosity and continuous learning. His insights reveal how a shared mindset and structure can accelerate innovation and transform operations across global supply chains.

## **Key Takeaways:**

- Learn how Santen aligned leadership and functions to build momentum for Al
  initiatives.
- Discover how a culture of experimentation and learning drives long-term



success.

• See how Santen is leveraging existing IT infrastructure to scale AI responsibly.

Watch the session to learn how Santen is transforming organizational alignment into measurable AI impact.

## VideoMultienterprise Information Network Tower (MINT)Supply Chain DigitalizationSupply Chain

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## **Related Content**



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Shabbir Dahod, President and CEO of TraceLink, shares how the company is executing on a long-standing vision for intelligent supply chain orchestration to reduce stockouts, lower working capital, and increase revenue.

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