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



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 AI 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.

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