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Meet the Leaders Bringing the Agentic Supply Chain Operating Model to Life at FutureLink Barcelona



Supply chains are under growing pressure to improve speed, resilience, and control while managing increasingly complex networks of trading partners, systems, processes, and regulatory requirements. At **FutureLink Barcelona**, October 19-21, industry leaders will explore how they are addressing these challenges today while building toward the Agentic Supply Chain Operating Model.

The Agentic Supply Chain Operating Model combines human expertise with agentic work to transform how supply chain work is performed. By enabling human teams and governed AI agents to work together, the model increases productivity and improves business performance across customer service, inventory, working capital, cost, quality, compliance, and revenue.

The sessions at FutureLink Barcelona will show critical components of that transformation in practice. You'll see firsthand how companies are digitalizing business transactions and processes, creating the real-time operational context needed for agentic work, implementing AI agents in the enterprise, and preparing people and organizations for a human-agent workforce.

Here are some of the leaders you'll hear from in Barcelona.



Shabbir Dahod, President & CEO, TraceLink
The Agentic Supply Chain Operating Model

What happens when AI agents become an integral part of supply chain operations, working alongside people to perform work, make decisions, and drive business outcomes?

TraceLink President and CEO Shabbir Dahod will bring that vision to life, showing how AI agents can coordinate activities in procurement, inventory, finance, logistics, and planning while people guide strategy, policies, and oversight.

Shabbir will take attendees inside the **Agentic Supply Chain Operating Model** to illustrate how agents use shared operational information to make decisions, perform tasks, and respond to changing conditions, including a demonstration of agentic AI applied to a real business process.



Mike Dougan, Head of Sales, Devatis
Digitalizing Order to Cash to Accelerate Business Growth

For Devatis, a pharmaceutical manufacturer specializing in generic medicines, digitalizing order to cash is a strategic investment in commercial supply chain performance and long-term business growth.

Mike Dougan will share how Devatis is transforming its end-to-end order-to-cash process through TraceLink MINT, streamlining transactions from purchase orders and order acknowledgments to shipping notices, invoicing, and chargebacks. He'll discuss how the company is reducing manual work and errors, accelerating transaction processing, and improving the experience for customers and trading partners.

Drawing on firsthand implementation experience, Mike will also share lessons from transitioning away from traditional point-to-point EDI integrations, including trading partner adoption. He'll explain how Devatis is building the operational capacity to pursue new business opportunities, scale efficiently, and establish the digital foundation for future agentic AI capabilities.



**Luise Daberkow, Senior Business Process Manager
& Senior Supply Planner, Cheplapharm
Arzneimittel**

**Improving Efficiency: How Cheplapharm Digitalised Its External
Manufacturing Processes for PO and ASN Exchange**

As Cheplapharm, a leading European pharmaceutical manufacturer, expands its portfolio and global network of manufacturing partners, digitalizing supply chain operations is essential to supporting efficient, scalable growth.

Luise Daberkow will share how Cheplapharm is digitalizing the exchange of purchase orders (POs) and advance shipping notices (ASNs) with its external manufacturing partners. She'll discuss how the initiative is replacing manual workflows and inconsistent document exchanges with standardized, real-time data sharing—reducing administrative work, improving transparency, and strengthening

collaboration with strategic partners.

Luise will also explain how this transformation is establishing the data and process foundation for future agentic AI capabilities, positioning Cheplapharm to build on its digitalization investment as the technology matures.



Haraldur Gardarsson, VP Head of Global Supply Chain, Alvotech

Beyond Spreadsheets: How Alvotech Is Digitalizing External Supply Chain Operations for an Intelligent Supply Network

As Alvotech expands its biosimilar portfolio and global reach, the company is investing in digital supply chain operations to support its mission of improving patient access to biologic medicines.

Haraldur Gardarsson will share how Alvotech is moving beyond spreadsheets and manual data exchanges to enable real-time, system-to-system collaboration with its external manufacturing partners.

He'll discuss how digitalization is helping Alvotech reduce manual work and errors, improve visibility into supply chain performance, and strengthen collaboration with partners to improve supply reliability.

Haraldur will also explore how these investments are laying the foundation for more proactive supply chain operations, enabling teams to anticipate challenges, improve decision-making, and support long-term business growth.



Pasi Kemppainen, Head of Global Serialization, Santen

Insights and Best Practices for Implementation of AI Agents in the Enterprise

Turning AI strategy into operational reality requires more than technology. At Santen, employee engagement is playing a central role in identifying practical opportunities for AI and driving adoption throughout the organization.

Pasi Kemppainen will share the latest progress and lessons learned from Santen's HikARI program, an employee-driven AI initiative focused on identifying process gaps and improvement opportunities. He'll explain how Santen is translating these opportunities into practical applications, including human-agent workflows that combine AI capabilities with human expertise.

Pasi will also discuss how Santen is establishing guardrails and human validation to support effective AI deployment, along with practical approaches to securing leadership support, budget, and resources.

Attendees will gain firsthand insights into overcoming the organizational challenges of AI implementation, building employee engagement, and turning promising initiatives into sustainable business capabilities.



Mauro González Kriskovich, Master Data Governance Senior Specialist, Neuraxpharm
Unlocking Agentic AI in the Supply Chain: From Internal Alignment and Data Governance to External Collaboration

At Neuraxpharm, a European pharmaceutical company specializing in treatments for central nervous system disorders, data governance is playing a central role in the company's approach to agentic AI.

Mauro González Kriskovich will share how Neuraxpharm is establishing the structure needed for AI agents to perform meaningful supply chain work. He'll discuss how the company is aligning processes and responsibilities, applying industry standards to establish consistent terminology between departments, and documenting human-led workflows to define how work is performed.

He'll also examine how these efforts extend to external supply chain partners, where consistent information and clearly defined processes are essential to enabling AI agents to operate effectively beyond the boundaries of a single enterprise.

Explore the Human-Agent Workforce

FutureLink Barcelona will also feature a Supply Chain and IT Executive Panel: Agentic Supply Chain and the Human/Agentic Workforce.

Executives will examine how AI agents can serve as experts within supply chain teams, take responsibility for specific roles and use cases, and work alongside people through the Agentic Business Network. The discussion will explore what this evolving workforce means for supply chain operations and the people who lead them.

Join us at FutureLink Barcelona to hear directly from fellow industry leaders, share experiences with peers, and build your agentic AI strategy.

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AI agents, real-world use cases, and the future of supply chain operations.

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FutureLink Barcelona 2025 Keynote: Agentic Orchestration of Your End-to-End Supply Chain

See how TraceLink's OPUS platform is enabling agentic orchestration—where automation, reasoning, and collaboration redefine supply chain performance.

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