



# CONNECTING PRODUCT R&D WITH THE SUPPLY CHAIN STRATEGIC ALIGNMENT IN A DATA-DRIVEN ERA

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# THE CHANGING LANDSCAPE OF SUPPLY CHAIN MANAGEMENT

- **Global disruptions:** COVID-19 and beyond
- From reactive to proactive strategy
- The critical role of integrated thinking

**Key insight: crisis reveals system vulnerabilities, but also accelerates innovation**



# BALANCED INNOVATION & STABILITY: LESSONS FROM RECENT GLOBAL DISRUPTIONS

**COVID-19 Impact: 94% of Fortune 1000 companies experienced supply chain disruptions**

## **Key Challenges Identified:**

- Lack of real-time visibility
- Inflexible procurement processes
- Limited strategic supplier relationships
- R&D and procurement missed connection





# ENABLERS IN R&D AND PROCUREMENT COLLABORATION

- Bridging the Traditional Divide
- Predictive Risk Management
- Real-Time Collaborative Platforms
- AI-Powered Supplier Selection
- Integrated Digital Ecosystems

**Innovation Highlight:**  
**How data transforms traditional boundaries**



# SUSTAINABILITY - A STRATEGIC IMPERATIVE

## Sustainable Supply Chain Transformation

### Key Challenges Identified:

- Comprehensive Carbon Accounting
- Supplier Engagement Strategies
- Technological Solutions for Emissions Tracking
- Regulatory Compliance and Beyond

**Data Point: Companies with robust sustainability strategies see 15-20% higher market valuations**

# DATA - THE STRATEGIC TRANSFORMATION ENGINE

## FROM INTUITION TO INTELLIGENCE

### Four Pillars of Data-Driven Transformation

- AI-powered predictive analytics
- Machine learning for supply chain optimization
- Real-time tracking and monitoring systems

**Technology  
Enablers**

**Data Collection  
Methodologies**

- IoT sensors in logistics
- Blockchain for transparent supply chains
- Advanced ERP integration
- Digital twin technologies

- Supply chain resilience index
- Carbon footprint tracking
- Supplier performance scorecards
- Total cost of ownership (TCO) analysis

**Performance  
Metrics &  
KPIs**

**Cultural  
Shift to  
Data-Centric  
Decision  
Making**

- Cross-functional data literacy programs
- Breaking down organizational silos
- Incentivizing data-driven innovation
- Continuous learning and adaptation

# CREATING A RESILIENT, ADAPTIVE ORGANIZATION

- Invest in Data Infrastructure
- Develop Cross-Functional Capabilities
- Embrace Continuous Learning
- Foster a Culture of Innovation
- Implement Agile Procurement Strategies

**Key Takeaway: Transformation is a journey, not a destination**



# THE FUTURE IS COLLABORATIVE AND INTELLIGENT



- Open Dialogue and innovative approach is the key
- Data as the New Strategic Asset
- Sustainability as a Competitive Advantage
- Continuous Evolution and Adaptation

**Lead from Surviving to Thriving in a Complex Global Landscape**



