**Session Title: Beyond the Horizon: Leveraging Data & Technology for Comprehensive Supply Chain & Transportation Visibility**

**Session Description:** This session explores the transformative impact of technology and data analytics on enhancing visibility and responsiveness across the supply chain and transportation networks. Industry experts will discuss cutting-edge tools—such as RFID, AI, automation, and advanced analytics—that address gaps in inventory and transportation visibility, streamline data capture, and optimize management processes. Participants will learn how these innovations enable data-driven decision-making, ultimately fostering a more agile, responsive, and predictable supply chain.

**Key Points:**
- Breakthrough technologies improving visibility in both inventory and transportation
- Leveraging RFID, automation, and AI to close gaps in supply chain data capture
- Using analytics to drive faster, informed decision-making across supply chain and logistics
- Structuring organizations to support a data-centric, visibility-focused approach
- Real-world applications showing the business impact of enhanced visibility tools

**Key Takeaways:**
- Understanding the importance of visibility across both inventory and transportation for today's supply chains
- Best practices for using data analytics to improve decision-making in supply chain and logistics
- Strategies for fostering a responsive, data-driven culture within supply chain operations
- Practical insights on leveraging visibility tools to achieve measurable outcomes in business performance

Moderator:
**Heidi Benko**, VP, Product Management & Strategy, **InforNexus**

Presenters:
**John Fitzgerald**, VP Business Development, **Project44**
**David Lande**, VP Customer Success & Demand Planning, **Caliber Collision**
**Carlos Castro**, Global Director, Distribution & Logistics, **Champion Pet Foods**
**Stanley Fulk**, VP Supply Chain Quality, **Walmart**
**Doug Cantriel**, Head of North American Transportation & Modernization**, Ford Motor Company**
**Jerry D'Addesi,** Chief Revenue Officer, **Konexial**