

LogiMed is gathering 150+ of the world's most dynamic senior supply chain medical device executives to help you solve strategic problems during 40+ interactive case studies, roundtables and workshops across 2 value-packed days!

This week we have interviewed industry's thought leaders that will be speaking at LogiMed 2016 as they reveal their own supply chain investment and transformation priorities.

## Please can you tell me a little bit more about the session that you are taking part in at LogiMed 2016?



**Paul DeSwaef**  
VP Supply Chain Operations  
**Stryker**

*"How to look at M&A's from a supply chain perspective. How to assess and best position Supply Chain for it. The importance of people, both sides, to make it successful."*



**Ronald Schneijdenberg**  
Director Supply Chain Emerging Markets  
**Medtronic**

*"Geopolitical challenges and oil price fluctuations make it hard to look beyond 12 months. Markets to be discussed in this workshop include Brazil, Russia, the Middle-East, India, China and Africa."*



**Simon Orchard**  
Vice President, EMEA Supply Operations  
& Customer Support  
**Pfizer**

*"The intention is to provide an overview of the supply chain excellence journey experienced at Pfizer as an example from an adjacent industry."*

## What do you think delegates will take away with them by listening to your session?



**Paul DeSwaef**  
VP Supply Chain Operations  
**Stryker**

*“Different types of M&A’s need a different Supply Chain strategy to support it. Different phases and focus of integration. How to identify value and capture quick wins.”*



**Ronald Schneijdenberg**  
Director Supply Chain Emerging Markets  
**Medtronic**

*“Increased knowledge of challenges in Emerging Markets and learn how to overcome these challenges in order to be able to set up a successful supply chain.”*



**Simon Orchard**  
Vice President, EMEA Supply Operations & Customer Support  
**Pfizer**

*“Similarities and perhaps some insights into how we’ve managed these changes and the challenges we faced during them.”*

## What do you think is the most exciting development within the supply chain of medical device companies at present?



**Paul DeSwaef**  
VP Supply Chain Operations  
**Stryker**

*“How to position the supply chain for the next decade.”*



**Ronald Schneijdenberg**  
Director Supply Chain Emerging Markets  
**Medtronic**

*“Supply Chain is not seen as a cost but as a differentiator. Improved access to market, better traceability and shorter lead-times will lead to increased market share and customer satisfaction.”*

# Do you think digitalization will have a large impact on supply chains and if so how?



**Paul DeSwaef**  
VP Supply Chain Operations  
Stryker

*“Digitalization is key. The need for traceability throughout the complete value chain. The need for having easy access to state of the art analytics to continuously improve and transform the supply chains.”*



**Ronald Schneijdenberg**  
Director Supply Chain Emerging Markets  
Medtronic

*“We will see a large uptake of EDI and e-ordering from hospitals in the next years.”*



**Simon Orchard**  
Vice President, EMEA Supply Operations & Customer Support  
Pfizer

*“Yes, absolutely. Above all else, the real time visibility of the supply chain, potentially from point of sale demand generation through to final customer supply.”*

## What sessions are you most looking forward to attending?



**Paul DeSwaef**  
VP Supply Chain Operations  
Stryker

*“There are so many very interesting sessions that it’s hard to choose one.”*



**Ronald Schneijdenberg**  
Director Supply Chain Emerging Markets  
Medtronic

*“Impact of M&A on my SC  
Masterclasses around digitalization and automation.”*



**Simon Orchard**  
Vice President, EMEA Supply Operations & Customer Support  
Pfizer

*“Using data analytics to drive supply chain value”*

## What did you want to be when you were young?



**Paul DeSwaef**  
VP Supply Chain Operations  
**Stryker**

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*“At a very young age it would be a truck driver or fireman.”*



**Ronald Schneijdenberg**  
Director Supply Chain Emerging Markets  
**Medtronic**

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*“Civil engineer”*



**Simon Orchard**  
Vice President, EMEA Supply Operations  
& Customer Support  
**Pfizer**

*“Driver of a JCB... A mechanical digger!”*

LogiMed is the only dedicated annual gathering of European medical device and diagnostics supply chain heads; an event where you learn best practices, benchmark, and build relationships that last far beyond the conference.

**[Have you seen the LogiMed conference agenda? If not, download it here.](#)**