

Supply Chain Integration for a New Distributed Product Line

THE SITUATION

J&J identified an opportunity to market, sell, and deliver a new line of distributed products — but the existing supply chain lacked the end-to-end integration needed to support them. Without a coordinated process spanning marketing, sales, and fulfillment, the revenue opportunity could not be captured at scale and the customer experience would be fragmented.

WHAT WE DID

Led the team that designed and launched the supply chain integration process for the new distributed product line. Built the operational and systems foundation to enable marketing, sales, and delivery to function as a coordinated unit. Managed cross-functional alignment and implementation across the relevant supply chain and commercial teams.

OUTCOME

Enabled the organization to seamlessly market, sell, and deliver the new product line, unlocking a potential annual revenue opportunity of over \$15M.