



MEDIA CONTACT:

Jen Massing Harris
Chain Business Insights
tel: +1 917 293 2405
email: jen@chainbusinessinsights.com

**Chain Business Insights Co-founder to Speak at Upcoming Bio-Pharma
Supply Chain Conference in Boston**

***Panelists will discuss key supply chain technology disruptors
including artificial intelligence, blockchain and Internet of Things***

Boston, April 24, 2017 – Ken Cottrill, co-founder and research principal at Chain Business Insights, will join the *Disruptive Technology Rewiring the Supply Chain with Real Time Intelligence* panel at the Bio Supply Management Alliance conference in Boston on April 26, 2017.

Cottrill will be joined on the panel by Rich Kilmer, CEO, Cargo Sense; Dave Bang, CEO, LifeConEx (DHL Global Forwarding); Pat Luisi, Regional Manager, Healthcare Group North America, Expeditors International; and David Windsheimer, Vice President, Global Supply Chain, Bio-Rad Laboratories. The panel will be moderated by Vishal Singal, Principal, Real World Insights, QuintilesIMS.

The panelists will explore how machine learning and artificial intelligence (AI) can drive innovation in the global bio-pharma supply chain. These technologies can identify specific patterns from environmental sensor data such as light, pressure, humidity, shock and temperature, and visualize supply chain shipments in segments including truck, warehouse, tarmac, flight, rail and ship. On a global scale, these insights generate highly accurate handling and excursion benchmarks, which enable companies to quickly and accurately project the optimal shipping method to minimize risk, reduce product damage and cut transportation costs.

“Machine learning and artificial intelligence are disrupting the way bio-pharmaceutical companies model their supply chains,” says Cottrill. “When you add blockchain and the Internet of Things (IoT) into the mix, modeling solutions become even more powerful.”

As an immutable record of transactions, blockchains enhance the security, reliability and exchange of data. Meanwhile, IoT devices can send data to the blockchain ledgers, enabling supply chain partners to access and provide data without the need for central control and management.

“AI, blockchain and IoT could transform supply chains around the world. Applications in the bio-pharma industry, which faces some unique supply chain challenges, are especially exciting,” adds Cottrill.

About Chain Business Insights, LLC

Chain Business Insights is the first company to provide research, analysis and business intelligence on blockchain technology specifically geared toward supply chain management and trade finance professionals. Target members include supply chain managers at manufacturers, wholesalers and retailers; import/export agents; trade finance executives at banks and other financial services players; technology professionals; lawyers; regulators; management consultants; universities and others. By becoming a member, they can keep abreast of the latest developments and learn how blockchain can help promote efficiency, save costs and improve regulatory compliance. Visit www.chainbusinessinsights.com for more information.