



Casey Castello, VP, Global Sourcing

I am a strategic and systems-driven executive with 15+ years of leadership experience across Fortune 500, government, philanthropy, and high-growth innovation environments. As a Stanford MBA and Starbucks Vice President, I have a proven track record of driving digital and technology transformation, operational excellence, and category growth in the retail fast casual sector. My unique strength lies in simplifying the complex, operational efficiency, bridging technology and commercial objectives, translating market insights into AI-ready use cases, and leading enterprise-wide change to launch new business models.



At Starbucks, we like to say that we are not in the coffee business serving people, but in the people business serving coffee. Here, our employees - who we call partners – are the heart of the Starbucks experience, and being a partner means aspiring to become part of something bigger: inspiring positive change in the world and growing in your career and in your community. It's an opportunity to be your personal best. Starbucks is an equal opportunity employer of all qualified individuals, including minorities, veterans and individuals with disabilities. In everything we do, we are dedicated to our mission: To be the premier purveyor of the finest coffee in the world, inspiring and nurturing the human spirit — one person, one cup and one neighborhood at a time.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Cost Savings, Inventory Availability, Traceability (ESG requirements), enabling AI to help accelerate the above, as well as category strategy, risk management, and contracts.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Oracle Ariba, and Microsoft

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

30

WHO DO YOU REPORT TO?

Chief Procurement Officer

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$25-50 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Leveraging AI-driven analytics to optimize procurement and supply chain processes, enable faster cost savings and improve inventory availability. Enhance traceability across sourcing and logistics, it ensures compliance, risk reduction, and operational resilience. Lastly, AI-enabled contract management to streamline negotiations and renewals

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Oracle Ariba, Microsoft

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$20-50 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Implementing blockchain technology for transparent and secure supply chain tracking	B
Adopting AI-driven demand forecasting to reduce excess inventory and improve order accuracy	A
Leveraging IoT devices for real-time monitoring of goods across global supply chains	A
Transitioning to green supply chains by integrating sustainable practices and suppliers	B
Utilizing advanced analytics for optimizing logistics and reducing transportation costs	C
Developing resilient supply chains through diversified sourcing and risk management strategies	A
Enhancing supplier collaboration through cloud-based platforms for better information sharing	D
Implementing just-in-time inventory systems to minimize stock levels and reduce waste	B
Expanding the use of robotic process automation (RPA) to streamline warehouse operations.	B
Creating a more ethical supply chain by leveraging tools to better enforce labor and environmental standards amongst suppliers	C
Building, optimizing, and expanding same day delivery programs (B2C, D2C, and/or store replenishment) profitability	B
Deploying machine learning models to predict and mitigate supply chain disruptions before they occur	A
Leveraging AI/ML to drive targeted actionable data-driven insights to improve space, inventory, promotions, and merchandising operations	D
Integrating customer feedback loops to improve product quality and supply chain responsiveness	D
Developing skills and training programs to enhance supply chain management capabilities.	E