



ANNA PETROVA, HEAD OF GLOBAL LOGISTICS

Goal-driven Supply Chain executive and repeat achiever with 30 years of experience. Proven success in driving strategic transformation of end-to-end supply chains through data analytics, digitalization, AI, collaborative cross-functional processes, modernizing ways of working and developing diverse top supply chain talent.



Since 1904, Coty has fearlessly pioneered innovation across the beauty industry. We have a reputation for breaking new ground; a history of 'firsts' and 'bests' that has laid the foundation for the industry as we know it today.

For over a century, our brands have been empowering people to express themselves and create their own vision of beauty. It's a legacy we're proud to own and grow.

We work hand-in-hand with our people, our partners and our customers. Together, we unleash every vision of beauty.

DEPARTMENT BREAKDOWN

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

Optimize efficiency, reduce costs, innovate.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

SAP, Oracle, IBM, Microsoft, Salesforce.

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

175

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

€50 to €150 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Digital transformation: Enhance visibility, automate processes, improve agility.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Regulatory changes, geopolitical instability, talent retention.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Logistics technology startups, sustainability consultants, blockchain solution providers.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Within 12-18 months.

WHAT IS YOUR BUDGET FOR THIS PROJECT?

€125 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.

Optimize mobile self-scanning performance and AR-driven shelf management	A
Leverage AI and advanced analytics to help forecast demand accurately, evaluate and pivot in real-time, and fulfill customer demand	B
End 2 end Visibility platform that can track inventory and shipments throughout the entire journey	E
Revolutionizing Retail with POS	B
Onboard new suppliers into a company's supply chain network	E
Real-time Transportation visibility platform	A
AI, analytics, & the Cloud's role in managing supplier risk monitoring & resolution	E
Building an end-to-end warehouse solution to navigate continued supply chain challenges & disruptive forces	A
Enabling the customer experience through technology to create a competitive advantage	D
Automating processes and adding the power of artificial intelligence to nurture customer relationships, add situational awareness to purchase history, and create opportunities to interact with customers regularly	C
Leveraging quantum can lower costs & energy through more efficient routing and improve customer service and speed to market, resulting in performance advantages that can impact marketing claims	D
Using twins allows retail decision-makers to test and validate a complete set of strategies and objectives across teams and make smart decisions to improve the customer experience and maximize profitability	D
Using 3PLs to grow e-commerce & hybrid markets	A
End-to-end warehouse solutions that will boost productivity & help you manage your workforce's warehouse activities in real-time	D
Unlocking the cloud's potential to make strides in pricing & margin management, website & recommendation-engine personalization, loyalty program management, & more	D