



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.

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	E
Implementing just-in-time inventory systems to minimize stock levels and reduce waste	E
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