

# CASE STUDY LOGISTICS/PHARMA



Marken is the industry leader for Direct-to-Patient (DTP) and Direct-from-Patient Services (DFP).

## AT A GLANCE

### Client

Marken offers a state-of-the-art depot network and logistic hubs for clinical drug product storage and distribution.

### Audience

C-Suite, VPs, Senior Managers

### Country

Italy

### Challenge

How to thrive during times of change and disrupt an industry by thinking in a more creative and innovative way.

### Solution

45 min keynote + 75 min workshop

### Results

Attendees were inspired to think more creatively and generated a number of ideas, opportunities, and questions to shape the organisations future.

"James' participation as one of our keynote speakers at our 6th annual Global Leadership Summit was highly received by our leaders in attendance. James' presentation & workshop detailed the urgency to innovate. He inspired our team to think big and innovatively. Both sessions were full of energy - defining innovation and helping those in attendance unlock their creativity, resulting in new ideas, collaboration and innovative thought helping to break down barriers. James' message was timely, inspiring, and of high value to our entire team. His presentation received excellent feedback and I would recommend James as a presenter to anyone who asked."

**Meredith Macaulay**

Sr. Manager Internal Comms



## ABOUT THE EVENT

Marken is a wholly owned subsidiary of UPS and is a critical part of UPS Healthcare. With Polar Speed and Marken included, the UPS Healthcare division staffs 128 locations with 5,500 employees worldwide. Marken offers a state-of-the-art GMP-compliant depot network and logistic hubs for clinical drug product storage and distribution in 57 locations worldwide, while maintaining the leading position for Direct-to-Patient and Home Healthcare services, biological sample shipments and biological kit production. Marken's dedicated 2,400+ staff members manage 154,000 drug product and biological sample shipments every month at all temperature ranges in more than 220 countries and territories and have orchestrated 14,000+ home healthcare visits. Additional services such as cell and gene supply chain services, ancillary material sourcing, storage and distribution, shipment lane verification and qualifications, as well as GDP, regulatory and compliance consultancy add to Marken's unique position in the pharma and logistics industry.

Marken's Leadership Summit was held in Rome and brought together 75 of the organisations most senior executives to help shape the future of the company. The theme of the event was Leonardo da Vinci's 'Vitruvian Man' and they were looking for a speaker and facilitator would could inspire their people and help them think outside of the box. Sub-themes for the event were around Antifragility, Disruption, and Thinking Bolder. As a result they decided to invite James Taylor to deliver an inspiring 45 minute keynote on 'Unlocking Curiosity and Collaboration to Accelerate Innovation' followed by an interactive 75 minute workshop where James got attendees generating new ideas, questions and solutions to disrupt their industry.

As part of his preparation James Taylor had a series of calls with the company President and members of the senior leadership. He also peppered his keynote with stories related to the wonderful historic location for the event - Rome, Italy.

James Taylor's final presentations consisted of a high-energy and inspiring 45 minute keynote followed by a 75 minute facilitated workshop. The keynote shared with the attendees how to become more Antifragile as well as ways to accelerate innovation. The workshop had the attendees learn and then apply a series of creative thinking tools to generate new ideas and opportunities for the business. The result of James' keynote and workshop is that attendees left feeling inspired, motivated and empowered with new mindsets, ideas and tools to shape the future of the business.