

Lecture Series of the Research Institute for Supply Chain Management

Friday, March 20, 2026, 12:00 pm



Building TC, Room TC 4.05
Welthandelsplatz 1,
1020 Vienna

JULIE MISMAHL AND MAURICE URBAN:

SUPPLY CHAIN TRANSFORMATION & NETWORK STUDY IN THE FMCG SECTOR: INSIGHTS INTO 4FLOW CONSULTING PROJECTS

The lecture will present two consulting projects from the life of 4flow management consultants in the areas of supply chain transformation and SC network studies.

In a market shaped by declining alcohol consumption and rising price pressure from grocery retailers, an international brewery is rethinking its value chain to stay competitive. The first project presented showcases the transformation of a historically grown organization toward full end-to-end supply chain transparency, greater agility, and more accurate demand forecasting. Based on a comprehensive supply chain audit, 4flow identified key optimization levers to strengthen planning, improve control mechanisms, and future-proof operations.

The second part of the guest lecture presents an end-to-end supply chain transformation project for a grocery retail network, focusing on the development of an omnichannel network strategy. It covers the analysis, modeling, and scaling of the existing network across multiple market scenarios, including the optimization of a complex brownfield network with more than 100 warehouse locations. Participants will gain insights into the project approach, key work packages, and the achieved results.

Julie Mismahl graduated from the Master's program in Supply Chain Management at WU Vienna in 2024 and joined 4flow as a Consultant in their Berlin office. In this role, she has supported clients in the automotive and retail sector, while deepening her expertise in supply chain sustainability through a research project of emissions in the semiconductor industry. Prior to joining 4flow, Julie gained experience in logistics operations and transport management.

Maurice Urban joined 4flow in 2023. As a Senior Consultant, he supports clients across multiple industries with a focus on automotive and retail. He specializes in transportation and network projects, helping organizations optimize supply chain performance in dynamic market environments. Maurice holds a Master's degree in International Business Administration from Darmstadt University of Applied Sciences and brings extensive hands-on experience in logistics.

For further information, please contact sekretariat.itl@wu.ac.at