

Lecture Series of the Research Institute for Supply Chain Management

Friday, January 10, 2025, 12:30 pm



Building TC, Room TC 4.05
Welthandelsplatz 1,
1020 Vienna

LEA NEUPAUER AND JULIE MISMAHL:

SUPPLY CHAIN TRANSFORMATION & NETWORK STUDY: 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.

As the automotive sector in Europe faces evolving market demands, OEMs and their suppliers must undergo significant transformations, with a strong focus on optimizing supply chain operations and pioneering mobility products of the future. The presented M&A project involves the acquisition of a highly innovative, yet insolvent, Tier-1 automotive supplier. The approach outlines key measures taken by 4flow to support during the acquisition process and highlights strategic levers to drive the company's transformation.

The network study presents a project of a retail company that is facing strong demand, a limited warehouse capacity, a lack of transparency, high transportation costs and a company and process structure that has grown considerably. The approach and setup of such a project, the work packages and the results are presented in the lecture.

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.

Lea Neupauer has been with 4flow since 2022. In her role as Senior Consultant, she supports clients from a wide range of industries such as automotive, aerospace and retail. Her career began with a degree in International Business at the FH Kufstein Tirol and a Master's degree in Supply Chain Management and Logistics at the FH Upper Austria. Her current focus is on transportation and network projects.

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