

Lecture Series of the Research Institute for Supply Chain Management

Friday, October 20, 2023, 12:30 pm



Building TC, Room TC 2.03,
Welthandelsplatz 1,
1020 Vienna

DAVID PANIC: THE LAST MILE: WHERE SUPPLY CHAIN CHALLENGES MEET CUSTOMER EXPECTATIONS

The last mile is one of the most challenging and expensive parts of the supply chain, but it is also where businesses can make a significant impact on customer satisfaction. By optimizing their last-mile approach, businesses can reduce costs, improve efficiency, and meet customer expectations.

David Panic's journey in supply chain management began in production planning, where he gained a deep understanding of the complex processes involved in bringing products to market. From there, he expanded his expertise to all stages of the supply chain and now works in last-mile logistics procurement, where he is responsible for ensuring customers receive their products quickly and efficiently.

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