

project44 recognized as a Major Player in 2026 IDC TMS MarketScape

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Episode 9 – Know, Decide, Act: The Formula for Supply Chain Success with Keith Carter

A graphic featuring a large, stylized number '9' that is partially filled with a vibrant, multi-colored liquid. The liquid has a rainbow-like gradient, transitioning from blue at the top to red and yellow at the bottom. The text 'SUPPLY CHAIN CHAMPIONS' is written in bold, black, uppercase letters across the center of the '9'.

**SUPPLY
CHAIN
CHAMPIONS**

February 20, 2025

Effective supply chain management boils down to three key actions: know the facts, decide with clarity, and act decisively.

[Keith Carter](#) calls this actionable intelligence—having the right data at the right time to drive better outcomes.

As the CEO of [KDA Capabilities](#) and former Global Supply Chain Intelligence Lead at Estée Lauder, Keith discusses the opportunities and challenges of adopting AI in the

supply chain. He addresses the fears surrounding AI, why cybersecurity should be a top priority, and how companies can use modern technology for faster product launches and improved operational efficiency.

In this episode, you'll learn:

- How to achieve end-to-end visibility with the right tools
- The importance of cybersecurity for supply chains
- Ways to integrate and experiment with AI for improved workflows

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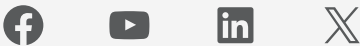
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