

Annual Supply Chain Debate 2024

Speaker Profiles

Roy Bridgland, Senior Industry Strategies Director



Roy has worked in the Logistics industry for over 30 years, initially focusing on warehousing and distribution in operational and project management roles in the FMCG sector, with an emphasis on automating processes and implementing technology.

He managed UK project delivery for a leading materials handling and automated systems provider, implementing automated storage, packing and conveyorized solutions.

Roy entered the supply chain software industry by joining BlueYonder, where he has held management positions in project delivery and consulting, and as account manager across the Retail, Manufacturing, and Logistics sectors.

He now heads up Industry Strategy for the Logistics sector across EMEA. Roy is a graduate of Electronic Engineering from Kings College London, and has a Masters in Distribution & Logistics from Cranfield School of Management



Mike Bernon, Visiting Fellow



Mike is a faculty member at several Universities across Europe.

He is a Fellow at Cranfield School of Management, where he spent 26 years as Associate Professor in Supply Chain Leadership.

He is also a co-founder of Clearpepper, which is a start-up organisation bridging the gap between academia and practice, to create 'intelligent' digital twin technologies for supply chain.

Mike considers himself as an industrial academic with strong links to practice. He has provided consultancy to numerous companies on a wide range of projects, including supply chain strategy and transformation, sustainability and circular supply chains and technology adoption.



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Patrick Pando, VP of International Sales



With over 25 years of experience in AI, SaaS/Cloud, and Enterprise Software solutions, Patrick Pando is the Vice President of International Sales at Aptean.

Aptean is a SaaS-first provider of purpose-built, industry-specific software that empowers manufacturers and distributors to run and grow their businesses effectively.

Patrick leads a global sales team across APAC, EMEA, and the Americas, driving revenues from \$2M to \$500M.

Patrick is a master at leveraging AI and Cloud to fuel digital transformation and create a competitive edge for his customers and partners. Known for being a servant leader, data-driven dynamo, and customer-obsessed communicator, Patrick is dedicated to helping Aptean lead the way in improving capital turns, strengthening supply chains, and boosting operating margins with innovative AI powered by Aptean Cloud.



Meinir Childs, Supply Chain Director



Meinir joined Sainsbury's in 2019 as Head of Supply Chain Fresh Foods before moving into Head of Supply Chain and Logistics Network Planning. In April 2022 she was promoted to Director of Supply Chain to accelerate the focus on product availability in the most efficient and effective way along with delivering the most ambitious, modernisation programme in this area of the business for many years.

Previously, Meinir spent over twenty years with Coca-Cola European Partners where she successfully undertook roles across Europe in Supply Chain Strategy, Demand, Supply Planning and Customer Logistics.



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David Walker, Logistics Transformation Projects Manager



David has over thirty years of supply chain experience, twenty seven of which have been with Nestlé, in roles including customer service, demand planning and project management.

David's current role is Logistics Transformation Project Manager, investigating how new technologies can improve safety and efficiency in Nestlé's logistics operations and in the service to their customers.



Lesley O'Brien, OBE, Managing Director



Lesley O'Brien OBE FCILT is an award-winning business professional with over 40 years' experience in the transport industry.

She is an advocate for women in the industry and the small transport operator. As well as running haulage company Freightlink Europe and consultancy Freight Train, Lesley is a Trustee of the Road Haulage Association (RHA) Benevolent Fund, a member of the RHA Security Committee and Regional Council and a Fellow of the Chartered Institute of Logistics and Transport (CILT).

She is a tireless ambassador of the transport industry and served 9 years as an RHA Main Board Director.

In 2020 she launched transport forum, Freight People, to unite and encourage those working in the transport industry to support one another in addressing industry issues and to discuss hot topics. Lesley uses her voice whenever possible to support and encourage those underrepresented in the industry, to raise standards, improve road safety and change industry perception.

In 2020 she was awarded the OBE for services to diversity and inclusion in the transport industry and in 2022 was elected to the Motor Transport Wall of Fame and voted Northern Transport Personality of the Year by Transport News. She is a regular contributor to the Commercial Motor Legal Panel, Motor Transport Vox Pop and is invited by the BBC and other media to discuss topical and transport related issues.

