

NEWSLETTER

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[Send your feedbacks](#)

Dear readers,

As you will see from this packed newsletter, it's been all systems go here at advanco since our last update, so we hope you enjoy reading what we've been up to over the last month.

We're pleased that Alf Goebel, advanco CEO, continues setting the trends across the global serialization sector from his regular thought leadership which features right across some of the leading global pharmaceutical titles. One of the latest, which we invite you to read for yourselves, was recently featured in Pharma Times magazine, arguably one of the leading titles read by our peers.

We would also like to highlight two important industry events that bring together leading professionals in the fields of serialization, and would also like to showcase our previous webinar recording.

Finally, we would like to highlight the work of advanco's Petra Bodemeier, Director of Sales, in the employee spotlight corner.

As you are aware, there are many changes occurring in our industry right now and we are more than delighted to share them with you. If you have any comments or input, please feel free to contact me.

Sincerely,



INDUSTRY ARTICLE

Digital catch up

Alf Goebel, CEO of advanco, looks at what the pharmaceutical sector needs to do to ensure it is fit for digital purpose and takes its place at the top of the digital maturity rankings rather than hiding away at the bottom. Advanco is known for its groundbreaking software and its ability to change the status quo across the serialization sector, therefore Alf makes this very valid comment in the article:

"The complex regulation for the pharma sector should not be used as an excuse to be so slow on innovation and digitalization."

[READ THE WHOLE ARTICLE IN PHARMA TIMES MAGAZINE](#) 



It was a great pleasure to attend Pharma TRACKTS! Berlin, the cutting-edge international knowledge exchange platform. This event is carving out a reputation as the must-attend event in order to gather global serialization and Track & Trace professionals from the pharmaceutical industry to discuss the lessons learnt from the latest deadlines and to explore the future of serialization compliance and beyond.

One of the event highlights was a presentation by Alf Goebel, CEO of advanco, who provided valuable insights on Serialization 2.0, the next level of pharma traceability. He stated that digitization will sit at the very heart of Industry 4.0.

We look forward to attending the next event!



PACK EXPO | LAS VEGAS

After a lack of in-person events because of Covid, the time arrived to visit Las Vegas for Pack Expo 2021 and it did not fail to disappoint. With more than 25,000 people in attendance and cutting-edge technology servicing manufacturing companies from around the world it proved to be a fantastic opportunity to meet vendors, customers, partners as well as meeting new people for the first time.

While the Expo is targeted to any business that requires packaging solutions for their products it was also a fantastic opportunity for the Pharma industry to see new technology being showcased in real time - live. With newly developing pharma products going to market for the first time, the event did not disappoint. What was clear was that more than ever Pharma businesses are being introduced to the digital transformation era and seemingly embracing this more seriously than ever. Software and Hardware vendors have clearly anticipated this, and the technology is ready to deliver.

As advanco, we look forward to 2022 and after attending as a visitor this year we will be planning to exhibit in 2022 to showcase our technologies.



We would like to thank everyone who joined our webinar with Wipotec-OCS entitled “Cold Chain and Vaccine Serialization” which was held on September 16th, 2021. It was great to see so much interest and to receive so much valuable feedback.

As speakers Nicole Linn, Area Sales Manager TQS, Key Account Manager at Wipotec-OCS and Hasan Veriņ, Director of Project Management at advanco discussed how they support Thermo Fisher Scientific, who distributes COVID-19 vaccines worldwide.

If you missed out the great questions for the Q&A, don't worry! You can now

[CLICK HERE TO VIEW THE RECORDING](#)



EMPLOYEE SPOTLIGHT

At advanco, the skills of our team are at the core of our success. Not only does everyone bring a unique set of skills to their specific roles, but these skills combine to deliver nothing short of overall excellence to our clients. Advanco has become a byword for the delivery of high-quality serialization solutions – and we want to thank each and every one of our staff for all of their hard work and commitment shown every day.

Moving forwards, we are pleased to highlight each month one of our core team members.



Petra Bodemeier
Director of Sales
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Petra Bodemeier joined the advanco team in 2019 as a **Director of Sales**. She is a highly skilled professional with over 25 years of experience in the industry mainly in sales roles.

Prior to joining advanco, she worked with various companies like SAP where she held different functions in direct and indirect sales as a Senior and Global Account Director in the manufacturing sector.

Petra holds a degree in Computer Science from the University of Passau, Germany.



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