

UNIFIED SUPPLY CHAIN VISION

Strategic Enterprise Storytelling

Executive Presentation Design | LogiMAT 2026 — Stuttgart, Germany

Before We Begin...

If you've just watched the presentation, you've already experienced the finished work.

This Project Commentary explores the thinking behind it—from the business objectives and creative decisions to the collaborative process that shaped the final presentation. Every project is different, but my approach remains the same: understand the business, understand the audience, and create a presentation that helps people communicate with confidence.

At a Glance

Project	Unified Supply Chain Vision
Client	Manhattan Associates
Role	Presentation Designer
Platform	Microsoft PowerPoint
Venue / Event	LogiMAT 2026 — Stuttgart, Germany
Audience	Supply chain executives, technology leaders, prospective customers, and industry professionals
Objective	Communicate Manhattan Associates' vision for a unified supply chain while inspiring digital transformation initiatives and positioning the company as a strategic technology partner.
Responsibilities	Story Development Executive Collaboration Presentation Design Creative Direction Animation Brand Integration
Creative Tools	Microsoft PowerPoint Adobe Photoshop Adobe Illustrator

Overview

Created for presentation at LogiMAT 2026, this presentation explores Manhattan Associates' vision for a truly unified supply chain. Rather than focusing on individual software capabilities, I wanted the presentation to encourage audiences to rethink how modern supply chain technologies work together as a connected ecosystem that improves agility, visibility, and customer experience.

The presentation was developed through close collaboration with the client, beginning with a compelling business analogy that immediately established the importance of connected thinking. My role was to transform that concept into a cohesive visual narrative that would resonate with executive audiences while remaining true to Manhattan Associates' brand and strategic vision.

More importantly, I wanted the presentation to function as more than a technology overview. It became a cautionary tale about the consequences of siloed thinking, allowing Manhattan Associates' vision for a unified supply chain to emerge naturally from the story rather than feeling like a traditional product presentation.

Challenge

The challenge was communicating an ambitious enterprise vision without overwhelming the audience with technical detail. Concepts such as unified commerce, orchestration, automation, inventory visibility, and supply chain connectivity are inherently complex, yet the presentation needed to remain engaging, memorable, and accessible to executives attending one of the world's premier logistics conferences.

At the same time, every design decision needed to preserve Manhattan Associates' visual identity while supporting a presentation intended to spark conversations, inspire digital transformation initiatives, and ultimately position Manhattan Associates as the trusted partner for organizations seeking a unified supply chain.

Solution

This presentation was built through collaboration, beginning with a strong presentation concept and evolving into a carefully crafted visual story. My role was to organize that vision into a presentation that felt cohesive, intuitive, and engaging. I structured the content into a logical progression, refined the pacing, and developed the animation strategy so each section naturally built upon the last.

As the presentation evolved, I continually looked for opportunities to simplify the message without losing its strategic intent. In several places, I intentionally removed charts that distracted from the central narrative. My goal was to preserve the essence of each idea, reduce cognitive load, and help audiences focus on the bigger picture rather than individual data points.

Throughout the process, I ensured every transition, visual element, and animation reinforced the central theme: replacing siloed thinking with a unified approach to modern supply chain management.

Creative Execution

One aspect of this project that I'm particularly proud of is how collaboration and storytelling came together to create a presentation that feels both strategic and approachable. The business analogy provided a compelling foundation, and my focus was on shaping that concept into a narrative that unfolded naturally from beginning to end.

Animation became an essential storytelling tool throughout the presentation. Rather than using movement simply for visual interest, I used progressive builds, layered transitions, and carefully timed reveals to guide audiences through increasingly complex ideas without overwhelming them. Every design decision was made with clarity in mind, ensuring the presentation supported the

speaker while maintaining audience engagement.

Perhaps what I appreciate most about this presentation is that it creates its own call to action. By illustrating the risks of fragmented, siloed operations through a familiar business story, the audience is naturally encouraged to rethink how their own organizations operate. Instead of relying on an explicit sales message, the presentation allows viewers to arrive at their own conclusion—that organizations seeking to eliminate organizational silos need a more unified approach. In doing so, Manhattan Associates' unified solutions become the logical answer to the challenge the story has already established.

Impact

For me, this project represents the power of storytelling as a strategic business tool. By organizing complex enterprise concepts around a familiar business analogy, I was able to transform abstract ideas into a narrative that audiences could immediately understand and remember.

More importantly, I wanted the presentation to do more than explain technology. My goal was to encourage audiences to recognize the long-term risks of siloed thinking while naturally introducing Manhattan Associates' unified solutions as the logical path toward a more connected, agile, and innovative enterprise.

By allowing the story to guide that conclusion, the presentation encourages meaningful conversations, supports digital transformation initiatives, and positions Manhattan Associates as a trusted strategic partner rather than simply a software provider.

Key Takeaways

- Collaborated closely with executive stakeholders and subject matter experts to shape a compelling presentation narrative.
- Organized complex enterprise concepts into a clear, memorable business story that executive audiences could easily understand.
- Simplified technical content by intentionally removing charts that distracted from the core narrative and strengthened audience focus.
- Used animation purposefully to improve clarity, pacing, and audience understanding while supporting the presenter.
- Created an implicit call to action that naturally positioned Manhattan Associates' unified solutions as the logical response to the business challenge.
- Designed and produced entirely in Microsoft PowerPoint.

Presentation Note

The embedded videos included in this portfolio were created by the client and are shown only to demonstrate the complete presentation experience. My contributions focused on presentation strategy, story development, visual design, animation, creative direction, and overall PowerPoint execution.

This presentation reflects Manhattan Associates' branding at the time it was created, prior to the company's subsequent brand refresh.

Project Reflection

This project reinforced how effectively a familiar story can make complex business ideas easier to understand.

The presentation did not need to rely on a traditional product message. By helping the audience recognize the limitations of siloed thinking for themselves, the story created a natural path toward Manhattan Associates' unified vision.

For me, that is one of the most valuable roles presentation design can play: giving complex ideas a structure people can understand, remember, and act upon.