

ZEEMAN

Logistics Transformation

Executive Presentation Design | Manhattan Associates Annual Executive Conference

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

Client	Zeeman in partnership with Manhattan Associates
Role	Presentation Designer
Platform	Microsoft PowerPoint
Audience	Approximately 1,000 global supply chain leaders, customers, and industry executives
Venue / Event	Manhattan Associates Annual Executive Conference
Presentation Format	100' x 15' large-format conference presentation
Responsibilities	Story Development Executive Collaboration Presentation Design Creative Direction Animation Brand Integration
Creative Tools	Microsoft PowerPoint Adobe Photoshop Adobe Illustrator

Overview

Zeeman, a leading European value retailer with more than 1,400 stores, partnered with Manhattan Associates to modernize its warehouse and logistics operations.

This executive presentation was designed entirely in Microsoft PowerPoint for Manhattan Associates' flagship customer conference, where it was presented on a 100-foot-wide by 15-foot-high stage before an audience of approximately 1,000 supply chain leaders, customers, and industry executives.

The goal was not simply to explain a technology implementation. It was to help a Zeeman executive tell a clear, memorable transformation story - one that connected operational challenges, strategic decisions, and measurable outcomes in a way the audience could easily follow.

Challenge

Zeeman provided a clear set of business objectives and executive talking points outlining its logistics transformation. My challenge was to transform those objectives into a compelling presentation that simplified a complex technology initiative while telling an engaging customer success story.

Every creative decision needed to support a large-scale conference environment, remain authentic to Zeeman's brand, and naturally reinforce the value Manhattan Associates delivered throughout the transformation.

Equally important, the presentation needed to give the speaker a clear narrative path. The slides had to provide strong visual cues, support confident delivery, and make complex operational concepts understandable without overwhelming the audience.

Solution

As Presentation Designer, I collaborated with the client team to transform Zeeman's business objectives and executive talking points into a logical, audience-focused narrative. Rather than simply designing slides, I structured the content so the speaker could guide the audience through the transformation journey - from operational challenges to strategic decisions and measurable business outcomes.

I led the creative direction for the presentation, including visual design, typography, animation, pacing, and slide composition. Working within Zeeman's established brand standards, I carefully recreated its visual language while enhancing and upscaling many existing brand assets to ensure exceptional clarity and visual impact across a presentation canvas more than 100 feet wide.

Every animation, transition, and visual element was intentionally designed to support the speaker's delivery and reinforce the narrative without distracting from the message.

Creative Execution

My objective was to transform a collection of executive talking points into a presentation that felt engaging, memorable, and effortless to follow. Rather than overwhelming the audience with technical logistics details, I developed a visual narrative that used thoughtful pacing, purposeful motion, and strong visual hierarchy to communicate complex ideas with clarity.

Designing for an ultra-wide presentation environment required a different mindset than creating a traditional slide deck. Every element - from typography and imagery to animation timing and spacing - was optimized for readability, scale, and audience engagement across an expansive venue.

The presentation was intentionally designed without music or sound effects, allowing the live presenter to remain the sole voice of the experience. Every animation and transition was carefully timed to complement the speaker's narration, ensuring the visuals enhanced the story without competing for the audience's attention.

The result was a cinematic presentation experience that elevated the message while remaining true to Zeeman's brand identity.

Impact

The presentation enabled a Zeeman executive to share the company's logistics transformation with an audience of approximately 1,000 industry professionals, demonstrating how Manhattan Associates' technology helped achieve meaningful operational improvements.

By allowing the customer to tell the story firsthand, the presentation strengthened the credibility of Manhattan Associates' solutions, elevated Zeeman's brand on a global stage, and showcased the successful partnership between the two organizations.

More importantly, the project demonstrated how thoughtful presentation design can give an executive the clarity and confidence needed to communicate a complex transformation to a large audience.

Key Takeaways

- Transformed executive business objectives and talking points into a compelling, audience-focused presentation narrative.
- Structured the story to support confident executive delivery and guide the audience through a complex logistics transformation.
- Led the creative direction for visual storytelling, typography, animation, pacing, and overall presentation design.
- Designed and animated a large-format executive presentation entirely in Microsoft PowerPoint for a 100-foot-wide conference stage.
- Enhanced and upscaled existing brand assets to ensure exceptional visual quality in an ultra-large presentation environment.
- Delivered a polished customer success story that elevated both the Zeeman and Manhattan Associates brands while engaging approximately 1,000 industry professionals.

Presentation Note

To accurately represent my individual contributions, the client-produced video segments included in the original conference presentation have been removed from this portfolio version. Those videos were supplied by the client and were not created by me.

This featured project focuses exclusively on my work, including presentation strategy, story development, visual design, animation, creative direction, and the overall presentation experience developed in Microsoft PowerPoint.

Project Reflection

This project reinforced how important presentation design becomes when an executive must communicate a complex transformation on a large stage.

The speaker already understood the business. My role was to give that knowledge a clear structure, create visual cues that supported the narrative, and build a presentation that allowed the executive to communicate naturally and confidently.

That is one of the aspects of presentation design I value most: helping leaders turn complex ideas into stories they can deliver with clarity, credibility, and confidence.