

# News Release

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## **Serialization Expert Supply Chain Wizard Opens New UK-Ireland Office in London, and Latin American Office in Miami**

***Hitesh Varambhia Hired as Country Head, UK-Ireland Office;  
Marcos Buelvas Joins Company as Principal of Latin American Office***

Princeton, NJ – **Supply Chain Wizard (SCW)** – a leading full-service global consulting firm specializing in serialization and traceability, as well as supply chain strategy and operational transformation programs – has opened a new **UK-Ireland office in London**, and a new **Latin American office in Miami**.

The two newly opened locations are among several new offices worldwide, as Supply Chain Wizard continues to expand its consulting and technology capabilities into additional regions. As its customer base expands and diversifies, the company has seen it fit to undergo a worldwide leadership reorganization to provide its functional expertise and solutions on a global scale.

**Hitesh Varambhia** has joined Supply Chain Wizard as Country Head of its newly opened UK-Ireland office, and **Marcos Buelvas** as Principal of the new Latin American office. Both executives will utilize their deep knowledge of complex, global supply chain programs to assist SCW in helping new and existing customers maximize the effectiveness of their serialization programs through building world-class supply chain solutions.

Mr. Varambhia also serves as Director of Client Success for Europe, the Middle East, and Africa (EMEA) region, and also is overseeing the Asia-Pacific region expansion on an interim basis.

Dedicated to optimizing operations for growth, service and efficiency, Supply Chain Wizard offers strategic innovations in products and services targeting serialization and supply chain transformation initiatives, along with a team of expert consultants providing comprehensive support toward cost-effective compliance with serialization mandates and post-go-live operational support.

Both Mr. Varambhia and Mr. Buelvas have more than 15 years of experience working on complex, global supply chain programs. Prior to joining Supply Chain Wizard, Mr. Varambhia provided senior-level consulting services to a variety of companies, including Mars, Inc., Eli Lilly & Company, Novartis, Philip Morris International, F. Hoffman-La Roche Ltd., and UCB Pharma AG. Mr. Buelvas spent many years at Deloitte Consulting focused on designing and implementing manufacturing and supply chain transformation efforts, as well as on leading cross-functional manufacturing and supply chain programs. Prior to that, he was a Senior Engineer with the Competitive Operations Group of General Motors.

Mr. Varambhia has an M.Sc. in Advanced Manufacturing Systems from Brunel University, London, while Mr. Buelvas received his Masters of Engineering in Supply Chain Management from the Massachusetts Institute of Technology (MIT).

“Hitesh and Marcos are welcome additions to our worldwide team of supply chain leaders,” said Evren Ozkaya, Founder and CEO of Supply Chain Wizard. “They have the breadth and depth of experience – as well as technical knowledge – needed to help our customers utilize their supply chains to reap competitive advantages as they move toward compliance with upcoming serialization regulations and the digital supply chain transformation that comes beyond compliance.”

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### **About Supply Chain Wizard**

Supply Chain Wizard, LLC, is a leading full-service global consulting firm specializing in serialization and traceability, as well as supply chain strategy and operational transformation programs. Dedicated to optimizing operations for growth, service and efficiency, Supply Chain Wizard offers strategic innovations in products and services targeting serialization and supply chain transformation initiatives, along with a team of expert consultants providing comprehensive support toward cost-effective compliance with serialization mandates and post-go-live operational support.

Supply Chain Wizard organizes serialization roundtables, summits and training programs throughout Europe, Asia Pacific and the United States, and runs frequent webinars to support clients with their regulatory and compliance challenges. Committed to helping clients maintain significant and sustainable performance improvements, Supply Chain Wizard guides customers to a more secure supply chain via the implementation of high return-on-investment initiatives.

Supply Chain Wizard is headquartered in Princeton, NJ, with additional offices in Germany, Turkey, India, Miami and London. For more information, please visit [www.supplychainwizard.com](http://www.supplychainwizard.com).