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Gaining a Business Advantage with Food Traceability

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Sharmeen Khan | OpsSmart

John Wirthlin | Zebra Technologies





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AIM North America is the premier alliance for automated data capture technologies industry. For more than 20 years, AIM NA has championed the growth and acceptance of these technologies and applications through education, standards, community, and advocacy.

AIM North America supports consensus-based standards, promotes community, advocates, and educates. AIM champions concerns and solutions to industries and governments to break down market barriers / constraints. AIM North America has the recognition to be taken seriously and to help you be successful in the marketplace.

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Gaining a Business Advantage with Food Traceability

Learn how food traceability should be considered more than a regulatory checkbox and gain an understanding how to build trust and brand loyalty, as well as owning your brand's story through traceability. In this session, AIM North America's expert member panel will discuss the technology, standards and real-world implementation of food traceability. Technology enabled food traceability, backed by standards, can enable many business benefits.

The views expressed/presented are that of the individual speaker and do not necessarily represent the views of the speakers' respective company.

Meet the Panelists



John DiPalo
Chief Strategy Officer



Felix Amiri
Food Safety and Quality
Systems Specialist



Sharmeen Khan
Founder and CMO



John Wirthlin
Industrial Principal
for Manufacturing



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Questions or Comments



Contact the Panelists



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