



The Global Language of Business



Our Purpose

As the home of the most widely used standards in business operations, GS1 US® serves as the foundation for supply chain safety and performance as well as the on-ramp for commerce for millions of small businesses. We root our work in data standards we call *The Global Language of Business*, and our purpose is to branch out to wherever this language is needed for clarity, collaboration, and a better, safer, and more sustainable world.

The Next Level Supply Chain with GS1 US Podcast

What's next in supply chain automation and innovation? Will the next generation of 2D barcodes revolutionize commerce and machine learning? How is the simple concept of identity contributing to the next level of transparency for consumers?

From robots serving us cocktails, to AI competing with human intelligence, "The Next Level Supply Chain with GS1 US" will explore mind-bending topics and dig deeper with business thought leaders, supply chain and technology experts, and innovators from fields we never knew existed to explore how uniquely identifying everything helps the economy do anything.

Meet the Hosts



Liz Sertl, *Sr. Director, Community Engagement, GS1 US*

Liz has more than 20 years of experience in the consumer packaged goods (CPG) industry and works closely with supply chain partners in the retail grocery and foodservice industries. She facilitates industry collaboration to develop best practices and guidelines that help companies improve product traceability and supply chain visibility through the adoption of GS1 Standards.

[View LinkedIn Profile](#)



Reid Jackson, *Vice President, Innovation & Partnerships, GS1 US*

With an extensive information technology background, Reid helps lead the investigation of new technologies, partnerships, and business processes that can benefit from the application of GS1 Standards. He collaborates with businesses large and small to help them understand the opportunities associated with leveraging emerging technologies.

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The Guest Experience

More an informal conversation than a structured interview, the podcast celebrates unlocking opportunities. Discussions will focus on possibilities and solutions and not get bogged down in technical detail and "how to" guidance. The podcasts will be optimized for search engine results to help boost guests' thought leadership and garner the widest audience possible. Ultimately, we want to pique the interest of stakeholders who care about the convergence of physical and digital identity and the future of commerce. If you're excited about sharing your expertise, we can't wait to hear from you!

Check Out Our Past Guests



Leslie Shannon
*Head of Ecosystems
and Trend Scouting
at Nokia*



Dr. Sanjay Sarma
*Vice President for
Open Learning at MIT*



Katherine Sizov
CEO of Strella Biotech



Jay Jordan
COO of Strella Biotech

What to Expect

Before the interview

Do I need to prepare any assets before the interview?

We ask that you sign a standard consent agreement, and we will also need your bio and headshot so we can promote your episode on social media.

Will you provide the questions in advance?

Our team will schedule a prep call with you prior to the interview. In this session, the hosts will review the question outline for the show and answer any questions you might have. It is important to note that we want the interview to be a conversation. So although you will receive the questions in advance, the hosts might not get to all of them or may ask you something not included in the outline.

Recording process

Do I need to travel to record the podcast?

Nope! All of the recording for the interview will take place remotely.

How long will the interview last?

We know your time is valuable, so we'll try to keep the interview to 30-45 minutes. However, we will schedule for 1 hour to build in time for any technical issues.

Equipment

Do I need any special software for the interview?

Nope! We will send you a link to a virtual recording studio, so no need to worry about downloading a separate application.

The interview

Will we start recording immediately, or will we chat for a few minutes beforehand?

We won't start recording right away. We will allow for time at the beginning of the interview to answer any last-minute questions you might have.

Will the interview be audio-only or video too?

We will conduct some video podcasts, but most of our interviews are audio only.

What if I mess up an answer or say something I regret?

No big deal! We are the only people listening live, so we can re-record your answer. The podcast will also be edited before release, so if you need to pause to think or stumble over your words, we can clean up the audio in post-production.

After the interview

Can I listen to the episode before it's released?

We typically do not allow guests to review the audio file before its published.

Where can I listen to the interview?

You can listen to your interview on whatever platform you download your podcasts.

Additional Questions?

Please contact us with any additional questions or concerns at innovation@gs1us.org or visit the ["Next Level Supply Chain with GS1 US"](https://www.gs1us.org) website to learn more.



#GS1USPod



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