

CSCRL FALL FORUM

INNOVATION IN THE SUPPLY CHAIN
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ABSTRACT

EMBEDDING INNOVATION AS A CULTURAL AND STRATEGIC GROWTH ENGINE

LEENA VADAKETH

EXECUTIVE VICE PRESIDENT OF GLOBAL OPERATIONS

CRAYOLA

Innovation is more than invention—it's the profitable engine that fuels relevance, growth, and long-term value in today's competitive landscape. For growth-oriented consumer brands, innovation is not just a department—it's a cultural force and strategic necessity. While new product innovation contributes 15–25% of total revenue in these organizations, only 50% of launches show growth by their second year. This reality highlights the need for a deeply embedded innovation mindset and a network of internal advocates who champion progress from ideation through commercialization.

Breakthrough innovations often require new supply chains and capabilities, making tight integration with Product Development, Finance, and Operations critical. Companies that grow innovation sales are twice as likely to grow overall sales, proving that innovation is a direct lever for business performance. A multi-year roadmap of continuous improvement ensures that innovation efforts translate into lasting efficiency, productivity, and growth.

This presentation examines how growth-oriented consumer brands can foster a culture of innovation, cultivate internal advocacy, and operationalize innovation as a driver of sustainable growth.

