

CSCRL SPING SYMPOSIUM

AI AND THE FUTURE OF WORK IN SUPPLY CHAIN: PEOPLE, CULTURE
AND PERFORMANCE
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ABSTRACT

AI FOR SUPPLY CHAIN IS HERE. IS YOUR CULTURE READY?

HARISH ABBOTT
CO-FOUNDER AND CEO, AUGMENT

AI maturity is no longer the bottleneck in logistics and supply chain. The tools are capable, the integrations exist, and the operational case is proven. What determines whether an organization captures the gains — or doesn't — is culture. How leaders talk about AI with their teams, whether operators trust it enough to let it act, and whether the organization is willing to rethink how work gets done. That's the hard part. And it's where most implementations live or die.

This session tackles the challenge of AI adoption and culture change head-on. Drawing on Augment's experience deploying AI teammates inside live freight operations, I'll share what it actually looks like when organizations get this right: operators who start their day with clean handoffs instead of overnight backlogs, exceptions resolved before they compound, and — most importantly — people unleashed to do the strategic, relational, and creative work that changes the trajectory of the business. Your team has always had more meaningful work than time to do it. AI changes that equation.

Through real-world case studies and best practices, attendees will see what separates durable AI deployments from stalled pilots — and the answer is rarely about the model or the data. It's about trust, framing, and leadership. I'll offer a direct point of view on how to bring people along, build early wins that shift skepticism, and showcase AI as operational leverage rather than a threat. The supply chain teams winning with AI right now aren't merely choosing the right technology. They're also building the right culture.

