



01 / 30-DAY READOUT

# 869 new connections. 1 Sensium-fit prospects.

869 campaign connections accepted and 161 people replied. 1 campaign contacts match the transparent supply-chain and distribution ICP signal; the strongest conversations can be opened directly in BAMF for follow-up.

## SENSIUM-FIT CAMPAIGN PROSPECTS

1

- Derived · Sensium operations ICP

Campaign contacts matching the transparent supply-chain and distribution signal.

## OUTREACH NEW CONNECTIONS

869

- Observed · Campaign performance

All accepted campaign connections.

## OUTREACH REPLIES

161

- Observed · Campaign performance

People who replied across the outreach campaigns.

## SENSIUM-FIT PROSPECTS

1

- Derived · Sensium operations ICP

Campaign contacts matching the current supply-chain and distribution signal.



CONTENT ANALYTICS

# LinkedIn content performance

The same connected metrics, growth view, and definitions used on the client portal home page.

Impressions

392,500

Live creator analytics plus explicit 30-day post window

Followers

5,074

Connected audience

Post Count

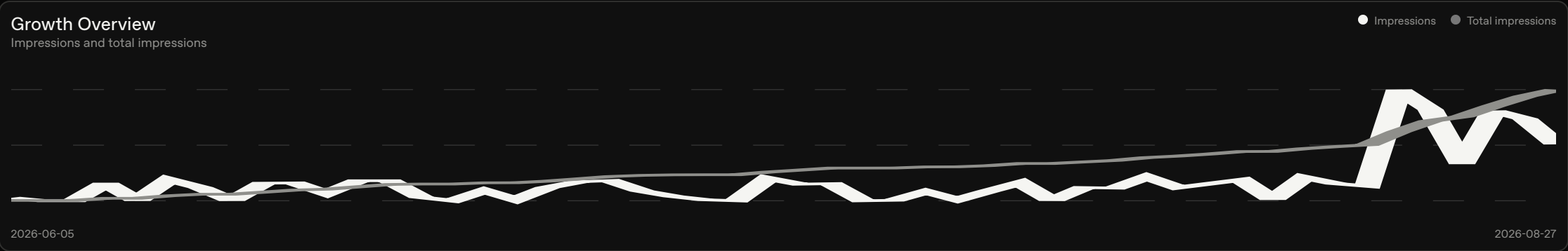
289

Published in range

Engagement

5.2%

20,495 actions



| Content snapshot                                       |        |
|--------------------------------------------------------|--------|
| Same portal definitions, exported for report delivery. |        |
| Avg / post                                             | 1,358  |
| Total engagements                                      | 20,495 |



OUTREACH ANALYTICS

# Campaign outreach funnel

The same campaign contacts, contacted, accepted, replies, and rates used on the client portal home page.

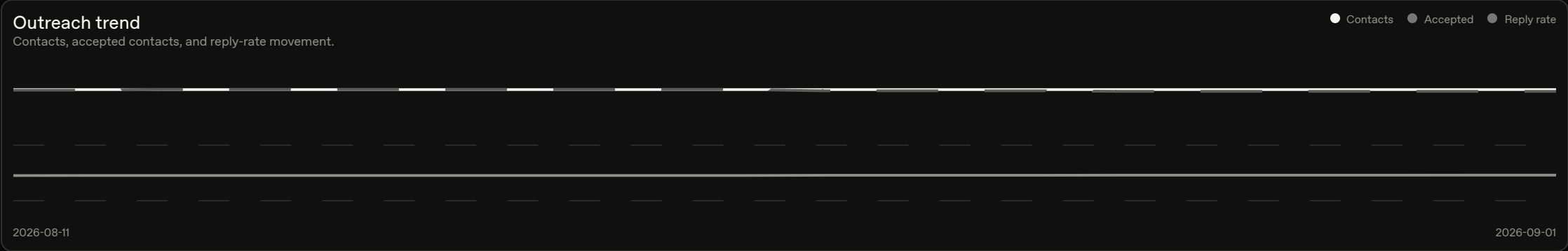
Total contacts  
**3,789**  
Campaign-linked

Contacted  
**2,235**  
1,554 remaining

Accepted  
**886**  
39.6% acceptance rate

Reply rate  
**18.4%**  
163 campaign replies

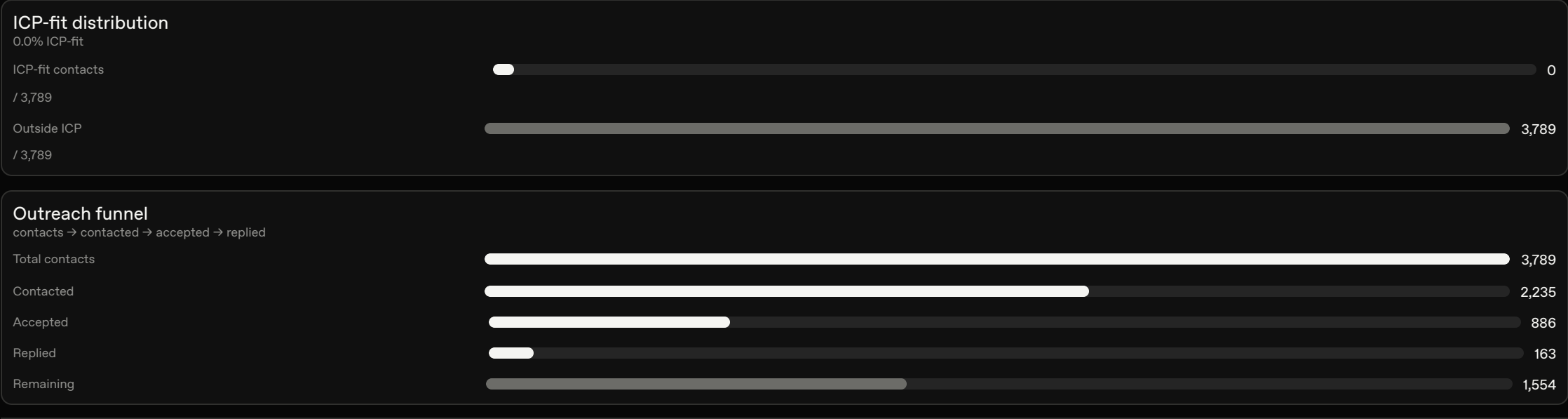
Remaining  
**1,554**  
13 tracked campaigns





# ICP fit and outreach funnel

The same ICP distribution and outreach funnel used in the client portal.





# Campaign performance · 1/7

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

| Campaign performance                                                                                 |             |           |         |
|------------------------------------------------------------------------------------------------------|-------------|-----------|---------|
| 13 tracked campaigns                                                                                 |             |           |         |
| ICP #1.2: USA   VP to CXOs of Supply Chain, Operations, Purchasing   Industries Targeted   200-500 e |             |           | ACTIVE  |
| Last activity 2026-09-01                                                                             |             |           |         |
| CONTACTED                                                                                            |             | ACCEPTED  |         |
| 574                                                                                                  |             | 128       |         |
| REPLIED                                                                                              |             | REMAINING |         |
| 7                                                                                                    |             | 397       |         |
| Acceptance rate                                                                                      | <div></div> |           | 22.3    |
| Reply rate                                                                                           | <div></div> |           | 5.5     |
| Post Engagers - Fawad Butt (June 2026)                                                               |             |           | STOPPED |
| Last activity 2026-09-01                                                                             |             |           |         |
| CONTACTED                                                                                            |             | ACCEPTED  |         |
| 20                                                                                                   |             | 13        |         |
| REPLIED                                                                                              |             | REMAINING |         |
| 3                                                                                                    |             | 561       |         |
| Acceptance rate                                                                                      | <div></div> |           | 65      |
| Reply rate                                                                                           | <div></div> |           | 23.1    |



# Campaign performance · 2/7

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

| Campaign performance                                                                                 |  |           |  | 13 tracked campaigns |      |
|------------------------------------------------------------------------------------------------------|--|-----------|--|----------------------|------|
| Post Engager - Lora Cecere (June 2026)                                                               |  |           |  | STOPPED              |      |
| Last activity 2026-09-01                                                                             |  |           |  |                      |      |
| CONTACTED                                                                                            |  | ACCEPTED  |  |                      |      |
| 14                                                                                                   |  | 13        |  |                      |      |
| REPLIED                                                                                              |  | REMAINING |  |                      |      |
| 4                                                                                                    |  | 503       |  |                      |      |
| Acceptance rate                                                                                      |  |           |  |                      | 92.9 |
| Reply rate                                                                                           |  |           |  |                      | 30.8 |
| ICP #1.1: USA   VP to CXOs of Supply Chain, Operations, Purchasing   Industries Targeted   1000+ emp |  |           |  | ACTIVE               |      |
| Last activity 2026-09-01                                                                             |  |           |  |                      |      |
| CONTACTED                                                                                            |  | ACCEPTED  |  |                      |      |
| 465                                                                                                  |  | 165       |  |                      |      |
| REPLIED                                                                                              |  | REMAINING |  |                      |      |
| 20                                                                                                   |  | 6         |  |                      |      |
| Acceptance rate                                                                                      |  |           |  |                      | 35.5 |
| Reply rate                                                                                           |  |           |  |                      | 12.1 |



# Campaign performance · 3/7

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

| Campaign performance                                                                                |             |           |         |
|-----------------------------------------------------------------------------------------------------|-------------|-----------|---------|
| 13 tracked campaigns                                                                                |             |           |         |
| ICP #1.3: USA   VP to CXOs of Supply Chain, Operations, Purchasing   Industries Targeted   500-1000 |             |           | ACTIVE  |
| Last activity 2026-09-01                                                                            |             |           |         |
| CONTACTED                                                                                           |             | ACCEPTED  |         |
| 442                                                                                                 |             | 107       |         |
| REPLIED                                                                                             |             | REMAINING |         |
| 9                                                                                                   |             | 6         |         |
| Acceptance rate                                                                                     | <div></div> |           | 24.2    |
| Reply rate                                                                                          | <div></div> |           | 8.4     |
| [Post Engagement] Omer Khan Post Engagement - 2/27/26                                               |             |           | STOPPED |
| Last activity 2026-09-01                                                                            |             |           |         |
| CONTACTED                                                                                           |             | ACCEPTED  |         |
| 313                                                                                                 |             | 185       |         |
| REPLIED                                                                                             |             | REMAINING |         |
| 58                                                                                                  |             | 16        |         |
| Acceptance rate                                                                                     | <div></div> |           | 59.1    |
| Reply rate                                                                                          | <div></div> |           | 31.4    |



# Campaign performance · 4/7

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

Campaign performance

13 tracked campaigns

[Post Engagement] Omer Khan Post Engagement - 3/11/26

STOPPED

Last activity 2026-09-01

CONTACTED

210

ACCEPTED

149

REPLIED

21

REMAINING

56

Acceptance rate

71

Reply rate

14.1

[Post Engagement] Omer Khan - May 2026

STOPPED

Last activity 2026-09-01

CONTACTED

176

ACCEPTED

109

REPLIED

39

REMAINING

9

Acceptance rate

61.9

Reply rate

35.8



# Campaign performance · 5/7

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

Campaign performance

13 tracked campaigns

ICP #1.2: USA | VP to CXOs of Supply Chain, Operations, Purchasing | Industries Targeted | 200-500 e

ACTIVE

Last activity 2026-07-25

CONTACTED

9

REPLIED

0

Acceptance rate

Reply rate

ACCEPTED

8

REMAINING

0

88.9

0

ICP #1.1: USA | VP to CXOs of Supply Chain, Operations, Purchasing | Industries Targeted | 1000+ emp

ACTIVE

Last activity 2026-07-25

CONTACTED

4

REPLIED

0

Acceptance rate

Reply rate

ACCEPTED

2

REMAINING

0

50

0



# Campaign performance · 6/7

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

Campaign performance

13 tracked campaigns

ICP #1.3: USA | VP to CXOs of Supply Chain, Operations, Purchasing | Industries Targeted | 500-1000

ACTIVE

Last activity 2026-07-25

CONTACTED

4

REPLIED

0

Acceptance rate

Reply rate

ACCEPTED

3

REMAINING

0

75

0

[Post Engagement] Omer Khan - May 2026

ACTIVE

Last activity 2026-07-25

CONTACTED

2

REPLIED

0

Acceptance rate

Reply rate

ACCEPTED

2

REMAINING

0

100

0



# Campaign performance · 7/7

The campaign rows, status, stage counts, and rates shown in the client portal campaign analytics table.

Campaign performance

13 tracked campaigns

Example campaign instance name | can be null

ACTIVE

Last activity 2026-07-25

CONTACTED

2

ACCEPTED

2

REPLIED

2

REMAINING

0

Acceptance rate

100

Reply rate

100

BEST OPPORTUNITIES

# Warm Sensium-fit leads

Open a lead in BAMF to review the conversation and draft the next follow-up with AI assistance.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div></div> <div><b>Bob Carbo</b><br/>Managing Partner Supply Chain Services</div> <div><b>iChain Consulting LLC</b></div> <div><div>WARM LEAD · REPLIED 2026-08-20</div><div>ACCEPTED 2026-06-04</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div>                                     | <div></div> <div><b>Vera Horst</b><br/>Strategic SCM Advisor &amp; Interim Executive</div> <div><b>Vera Horst   Strategic SCM Advisor</b></div> <div><div>WARM LEAD · REPLIED 2026-08-19</div><div>ACCEPTED 2026-06-04</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div>                                             | <div><div>M</div></div> <div><b>Miroslav Babol, CPIM</b><br/>Partner / Vice President Supply Chain Consulting &amp; Go-to-Market, Co...</div> <div><b>Genpact</b></div> <div><div>WARM LEAD · REPLIED 2026-08-19</div><div>ACCEPTED 2026-06-03</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div> | <div><div>Y</div></div> <div><b>Yashar Ahmadov</b><br/>Senior Data Scientist, Simulation Modeling</div> <div><b>Amazon</b></div> <div><div>WARM LEAD · REPLIED 2026-08-19</div><div>ACCEPTED 2026-06-03</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div> |
| <div></div> <div><b>Neil Nersesian</b><br/>Chief Operating Officer</div> <div><b>Silver King Beverage Co</b></div> <div><div>WARM LEAD · REPLIED 2026-08-19</div><div>ACCEPTED 2026-06-02</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div>                                             | <div><div>D</div></div> <div><b>Deb Chipperfield</b><br/>Senior Vice President, Human Resources, Supply Chain, &amp; DSD Sales ...</div> <div><b>Flowers Foods &amp; Subsidiaries</b></div> <div><div>WARM LEAD · REPLIED 2026-08-16</div><div>ACCEPTED 2026-05-07</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div> | <div></div> <div><b>James Lin</b><br/>CEO</div> <div><b>UNIS Fulfillment and Transportation</b></div> <div><div>WARM LEAD · REPLIED 2026-08-15</div><div>ACCEPTED 2026-03-11</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div>                                                                   | <div></div> <div><b>Anand Singh</b><br/>Vice President Of Integrated Supply Chain/Logistics</div> <div><b>Sword Health</b></div> <div><div>WARM LEAD · REPLIED 2026-08-15</div><div>ACCEPTED 2026-04-13</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div> |
| <div></div> <div><b>Irena Maksimovic</b><br/>Cell Therapy Drug Product Operations Performance Transformation L...</div> <div><b>Bristol Myers Squibb</b></div> <div><div>WARM LEAD · REPLIED 2026-08-14</div><div>ACCEPTED 2026-04-21</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div> | <div></div> <div><b>Chris Milano</b><br/>Vice President, Supply Chain, North America</div> <div><b>SodaStream International, Ltd.</b></div> <div><div>WARM LEAD · REPLIED 2026-08-13</div><div>ACCEPTED 2026-04-01</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div>                                                 | <div><div>R</div></div> <div><b>Ron Hurley</b><br/>(CSCO) SVP Supply Chain North America</div> <div><b>Pernod Ricard</b></div> <div><div>WARM LEAD · REPLIED 2026-08-13</div><div>ACCEPTED 2026-03-31</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div>                                          | <div></div> <div><b>Justin Dingwall</b><br/>Vice President Operations</div> <div><b>National Road Logistics, LLC</b></div> <div><div>WARM LEAD · REPLIED 2026-08-13</div><div>ACCEPTED 2026-08-12</div></div> <div><div>NEEDS RESPONSE</div><div>NETWORK SOURCED</div></div> <div>Supply-chain, logistics, distribution, procurement, inventory, warehouse, or fulfillment signal found in the normalized title, company, or headline fields.</div> <div><div>BAMF INBOX</div><div>Open conversation →</div></div>       |



TOP POSTS · 1/2

# Top LinkedIn posts

Post creative and observed post-level metrics show what earned attention.



Omer Khan

LinkedIn · 2026-08-20

I audited my OTIF by margin tier and found 30% of our "perfect" delivery was coming from 2% margin orders.

OTIF measures on-time, in-full.

It doesn't measure profitability....



Posted on LinkedIn

1,821 impressions

338 engagements



Omer Khan

LinkedIn · 2026-08-21

Off-the-shelf platforms work for 80% of use cases.

Your enterprise is the 20%.

Your business evolved 15 years of competitive processes.

...

Great platforms don't  
replace what makes  
your business unique.

They create more room

1,491 impressions

278 engagements



Omer Khan

LinkedIn · 2026-08-25

Vendors still selling like it's 2010.

Buyers shopping like it's 2026.

The gap is costing the industry \$30B+ annually.

...

Modern buyers don't  
reward long sales  
cycles.

They reward businesses

1,474 impressions

283 engagements



TOP POSTS · 2/2

# More top LinkedIn posts

Post creative and observed post-level metrics show what earned attention.



Omer Khan

LinkedIn · 2026-08-26

Enterprise AI platforms get adopted at 40% usage within year one.

Not because the technology fails.

Because platforms are built for perfect workflows, not yours....



Posted on LinkedIn

1,342 impressions

255 engagements



Omer Khan

LinkedIn · 2026-08-27

Enterprise AI adoption is failing for one reason nobody talks about.

It's not accuracy.

It's explainability....



Posted on LinkedIn

924 impressions

179 engagements



# Outreach is creating supply-chain conversations. Convert the strongest ones now.

Campaign, content, and North Star evidence are organized once here; unavailable inputs remain unavailable rather than becoming zero.

OUTREACH NEW CONNECTIONS

869

● Observed · Campaign performance

All accepted campaign connections.

OUTREACH REPLIES

161

● Observed · Campaign performance

People who replied across the outreach campaigns.

SENSIUM-FIT PROSPECTS

1

● Derived · Sensium operations ICP

Campaign contacts matching the current supply-chain and distribution signal.

CAMPAIGN CONTACTS

3,768

● Observed · Campaign performance

All contacts loaded into outreach campaigns.

01 869 accepted connections and 161 replies form the all-time outreach base. 1 campaign contacts match the current Sensium ICP signal.



05 / OPPORTUNITY

# Highest-value next move

Turn the strongest verified engagement into the next conversation, meeting, or measurable outcome.

PRIORITY

**Start with warm leads and active conversations that already show intent.**

01

Start with the 161 outreach replies and the warm Sensium-fit conversations in this report. Open each conversation in BAMF, prepare the next response with AI assistance, and assign a concrete meeting or follow-up outcome.



## FOCUS

# What needs focus

Which active supply-chain and distribution conversations should Omer advance now, and which content themes should create the next qualified wave?

## NORTH STAR MEASUREMENT

**Sensium operations ICP · derived: Campaign contacts matching the transparent supply-chain and distribution signal.**

01

Advance the strongest supply-chain and distribution conversations already in motion.

02

Use reply themes and objections to sharpen the Sensium funnel and the next outreach cohort.



# 30 / 60 / 90 days

Each horizon retains any supplied evidence state and source; missing horizons use the legacy operating plan as an explicit fallback.

TEMPLATE

## Signal Ledger

01

30 days · Open the highest-signal Sensium-fit conversations in BAMF, confirm the ICP policy with Omer, and assign a concrete next action to every warm lead.

02

60 days · Launch the governed Sensium funnel and use reply themes to compare supply-chain and distribution segments on a like-for-like basis.

03

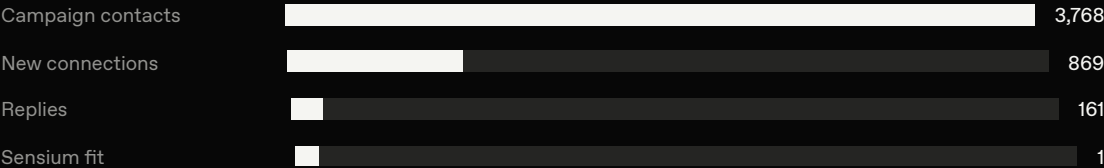
90 days · Codify the winning outreach, content, funnel, and follow-up loop as a recurring BAMF agent playbook with explicit source and approval gates.



# Sensium outreach funnel

Exact source values are shown on a labeled log scale so large inventory and small conversion stages remain legible without changing the underlying counts.

Sensium outreach funnel Funnel stages · exact values · BAMF Connect campaign snapshots and Sensium operations ICP



Official campaign outreach funnel Funnel stages · exact values · BAMF Connect campaign snapshots



- 01 Sensium outreach funnel: 4 chart-ready points (derived · BAMF Connect campaign snapshots and Sensium operations ICP). Campaign contacts progress to accepted connections, replies, and transparent Sensium-fit prospects.
- 02 Official campaign outreach funnel: 4 chart-ready points (observed · BAMF Connect campaign snapshots). Latest official campaign leads/contacts, contacted, accepted connections, and total replies; this is a funnel snapshot, not a period trend.

# Sources

Source coverage, freshness, and applicable window for this report.



SOURCES

What this report is based on.

|                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|    | <b>LinkedIn network connections</b> <div>Current connected LinkedIn network size. This is reported separately from campaign contacts and outreach-derived leads.<br/>Observed · 2026-09-01<br/>Next: Use this only as the broad network baseline; do not compare ICP-fit outreach results against total network size.</div>                                                                                                                                        | OBSERVED |
|    | <b>BAMF Connect campaign snapshots</b> <div>Latest official campaign counters from the governed provider refresh.<br/>Observed · 2026-09-01<br/>Next: Capture a comparable baseline before claiming a period delta.</div>                                                                                                                                                                                                                                          | OBSERVED |
|    | <b>LinkedIn aggregate demographics</b> <div>Aggregate demographic categories only; no identities or profile-level records are projected.<br/>Observed · 2026-08-31<br/>Next: Refresh the current aggregate observation before interpreting audience shape.</div>                                                                                                                                                                                                   | OBSERVED |
|    | <b>Sensium operations ICP classification</b> <div>Campaign contacts whose normalized company, title, or headline explicitly references supply chain, logistics, distribution, procurement, purchasing, inventory, warehouse, fulfillment, demand planning, or chemical/energy distribution.<br/>Observed · 2026-09-01<br/>Next: Approve narrower company, role, and sector inclusion rules before treating the provisional classifier as a final ICP policy.</div> | OBSERVED |
|  | <b>BAMF Connect CRM inventory</b> <div>Client-scoped contact inventory and 30-day lifecycle timestamps.<br/>Observed · 2026-09-01<br/>Next: Repair the CRM mirror when freshness is stale.</div>                                                                                                                                                                                                                                                                   | OBSERVED |
|  | <b>BAMF.ai LinkedIn analytics</b> <div>Creator-scoped authoritative LinkedIn summary and post metrics.<br/>Observed · 2026-09-01<br/>Next: Refresh the creator analytics source when stale.</div>                                                                                                                                                                                                                                                                  | OBSERVED |
|  | <b>BAMF Connect reconciliation</b> <div>Current checkpoint status: idle.<br/>Observed · 2026-09-01<br/>Next: Keep the bounded reconciliation cadence healthy.</div>                                                                                                                                                                                                                                                                                                | OBSERVED |