

New Professional Profiles Demanded by Today's Intralogistics

If there is one “constant” in the logistics industry, it is evolution. On one hand, companies seek more efficient production and logistics processes to reduce costs and delivery times; on the other, consumers demand immediacy and quality in products, and they are not willing to compromise.









That is why we are currently experiencing a social movement demanding modern job positions that require greater specialization—and even new specializations—in various areas.

Digitalization and Automation Drive New Intralogistics Profiles

Nowadays, digitalization and automation are fundamental parts of companies and are driving new ways of working. According to [Thomas Olive](#), a member of the DHL board, “between 30% and 35% of all activities could be automated by 2030,” exposing us to the creation of new job roles.

Today we will examine the new professional profiles that intralogistics is beginning to require and that will be in high demand in the coming years.

 AI Supply Chain Managers	 Prompt Engineer	 Big Data Specialists
 Cybersecurity Specialist	 Inefficiency Architect	 Carbon Emissions Specialist

• **Supply Chain Managers.** An AI Supply Chain Manager in this industry oversees the implementation and management of artificial intelligence solutions, which will optimize internal processes for material handling and distribution within warehouses. The current relevance of this role lies in AI’s ability to increase operational efficiency, reduce costs, and improve accuracy in order preparation—crucial in a competitive and ever-changing environment.

• **Prompt Engineer.** This is the engineer who works with the generative AI team, creating detailed instructions to produce high-quality, relevant results. Within the intralogistics sector, they will design prompts to manage inventories, predict demand, and coordinate all supply chain processes more effectively. Their role helps reWduce costs and increase responsiveness.

• **Big Data Specialist.** Big Data specialists analyze large amounts of raw and unstructured data using human methods and automated software, providing strategic information that facilitates decision-making in tracking systems, sensors, and inventory records.

• **Cybersecurity Specialist.** A cybersecurity specialist in the intralogistics industry is responsible for protecting internal operational systems and data from cyber threats and attacks. This professional implements advanced security measures, conducts audits and vulnerability tests, and continuously monitors networks to detect and mitigate potential risks. The current relevance of this role is crucial due to the increasing use of digital technologies and artificial intelligence in warehouses and distribution centers, which expands the attack surface for potential cyber threats.

- **Inefficiency Architect.** An inefficiency architect in the intralogistics industry specializes in identifying and addressing areas where processes and systems are inefficient or generate waste. This professional conducts detailed workflow analyses, uses process assessment tools, and collaborates with multidisciplinary teams to redesign and optimize internal operations.
- **Carbon Emissions Specialist.** This specialist is responsible for measuring and analyzing the carbon emissions generated by internal operations, including machinery use, transportation systems, and energy processes within warehouses. They collect data on energy consumption and emissions, use carbon footprint calculation tools, and develop strategies to reduce environmental impact.

These are just some of the new job positions that will be in very high demand in the near future. Companies that are already considering them will evolve successfully.

Resilience and Sustainability: Keys to Intralogistics

While today's intralogistics is adapting to market demands, it is essential for companies to lead the way by preparing to be part of the logistics of the future—which will require sustainable and resilient production processes.

For companies, it is a complex challenge: from identifying that they need profiles with this specialization to taking the first step to find them. Here we offer a guide to provide a clearer outlook on how to begin:

1. Evaluation of Current Profiles. This will require an audit of current resources to identify areas for improvement and assess existing talent.

2. Encourage a Training Plan. It is vital to promote ongoing training to develop the necessary skills within current staff. Specialized courses in Big Data, Automation, and Cybersecurity are excellent starting points.

3. Culture of Innovation. Although one might assume that everyone in the industry maintains an innovative mindset, the reality is that resistance from employees is also common. Encouraging a culture of constant innovation allows for the gradual implementation of new technologies, helping employees adapt and gain proficiency in their use.

This brings us to the end of this article, where we've provided a clear overview of the changes coming to professional roles within companies. We hope it has been helpful for your processes.

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