

INDUSTRIALS EXCHANGE MILWAUKEE | AGENDA*

**subject to change*

Monday, August 11

Time (CST)	Session
5:00 PM	Opening Networking Event

Tuesday, August 12

Time (CST)	Session
9:00 AM	Registration and Breakfast
9:30 AM	Welcome and Opening Remarks <i>Kevin Tanner, VP, Chief of Staff</i>
9:45 AM	Keynote: Industrial Manufacturing Driving Intelligent Product Lifecycle <i>John Haller, GM of PLM</i> Explore how customers, macro geopolitical demands, supply chains and product trends are driving the need for digital innovation in industrial manufacturing companies.
10:30 AM	From Crisis to Capability: Building a Resilient Supply Chain Industrial manufacturers are responding to global challenges, highlighting the importance of establishing a robust digital thread across the product lifecycle as a key strategic priority.
11:15 AM	Break
11:30 AM	<u>PANEL: Leveraging Digital Data to Drive Impactful Insights for Sustainability: Aligning Data, Profit and Planet</u> <i>Dave Duncan, VP of Sustainability</i> Hear real-world case studies to drive both environmental and financial performance—perfect for leaders focused on sustainable growth and competitive advantage
12:00 PM	Lunch

Track	Business Sessions (Track 1) Theme, Case Study, Community Discussion	Technical Sessions (Track 2) Tools, Roadmap, AI enablers
1:15 PM	PANEL: The Power of Servitization: Unlocking Efficiency and Growth <i>Matt Wong, VP Global Customer Support, The Manitowoc Company</i> Discuss the evolving landscape of service, which is resulting in new revenue and business models. This panel will feature insights from industry leaders and companies that are actively leveraging service-based strategies to drive growth and enhance customer value.	Enabling the Digital Thread: Powered by AI Follow the Intelligent Product Lifecycle through a series of technical demonstrations, starting from customer/market requirements (ALM) through design (CAD), product/process management (PLM) and delivery to manufacturing and service (SLM). Each session will review current product demonstrations, strategic roadmaps and introduce how Artificial Intelligence (AI) will be embedded to improve your efficiency.
2:00 PM	<u>Smarter by Design: Powering the Future with AI</u> <i>Ayora Berry, VP AI Product Management</i> Learn strategies and develop a roadmap for leveraging AI to enhance your company's speed and efficiency in product innovation, manufacturing, and service.	
2:45 PM	Break	
3:00 PM	Digital Transformation Realized: A Customer Story <i>Eric Froebel, Executive Advisor (Large Agricultural OEM)</i> No hype, no theory – just a real-world example of how a global Fortune 500 company benefited from implementing a digital thread across design, manufacturing, and service.	
3:45 PM	Final Remarks	
4:15 PM	Networking Reception	
6:00 PM	Close of Event	