

Digital Efficiency: Unlocking the Low-Carbon Economy

written by Lauri Moon | May 23, 2017

Operations Strategy Expertise From GE and Intel

In today's competitive and volatile global landscape, digital solutions, enabled by the Industrial Internet, can now reduce operations costs, increase output, use natural resources more efficiently, and lower environmental impact. Intel and GE call this "Digital Efficiency."

Digital Efficiency is a critical differentiator, enabling businesses and industrial organizations to find opportunities for growth and competitiveness. At the same time, Digital Efficiency represents an important opportunity to help solve global resource challenges.

In a hypothetical scenario, where just a handful of digital solutions are scaled across key industries, we estimate businesses could save \$81 billion and avoid up to 823 million metric tonnes of carbon dioxide emissions each year.

Join us May 31 for a round table discussion about how digital solutions are playing an important role in decarbonization across industries and paving the way for high-impact solutions in areas such as:

- Power
- Lighting
- Aviation
- Railway
- Ground Transportation

Presenters



Deb Frodl, Global Executive Director, Ecomagination, GE

Deb Frodl leads Ecomagination, GE's business strategy to improve environmental and economic outcomes through commercial solutions. In this role, she was named the Women's Council on Energy and Environment (WCEE) 2014 Woman of the Year. She held previous executive marketing, sales, and CEO roles for GE's Capital Fleet Services, Capital Public Finance, Commercial Equipment Finance and Dealer Financial Services. In 2010, she was named Chief Strategy Officer for GE Capital Fleet Services and Global Alternative Fuels Leader for GE.

Frodl is on the Leadership Council for the Advance Energy Economy. She is an Ambassador for the U.S. Department of Energy-Clean Energy Education and Empowerment (C3E) program. Also, she is an Advisory Council member for Women in Sustainability, Environment and Renewable Energy (WiSER). She earned her MBA at the University of St. Thomas and her Bachelors in Business from Minnesota State University.



Chet Hullum, General Manager Industrial Solutions, Intel

Chet Hullum is an accomplished executive with 20+years experience. Demonstrated success leading engineering, service operations, technical sales and marketing teams. Experience developing solutions to drive business growth and improving business productivity.

He earned his MBA in Operations Management at Georgia State University and his Bachelors in Mechanical Engineering at Prairie View A&M University.



Technical details

This webinar will be conducted using a slides-and-audio format. After you complete your registration, you will receive a confirmation email with details for joining the webinar.

[**Register**](#)