

# Diversity in Manufacturing - The Importance of Building Programs with Impact

written by Lauri Moon | April 4, 2022

Today's manufacturing industry comprises of an incredibly diverse workforce - from ethnicity, age, and ability to sexual orientation and level of education. With that diversity comes more creative ideas, greater flexibility, and better performance for your organization.

As manufacturers navigate their digital transformation journeys, continuing to build a diverse workforce is necessary to drive continued innovation. Creating a work environment that supports all individuals helps build not only an engaged and productive workforce but also **helps your organization stand out in the competition for talent.**

During this webinar, DE&I initiatives in manufacturing will be closely examined, allowing you to:

- Gain insights from The Manufacturing Institute on the impact to the workforce
- Learn from Great Place to Work on the role they play in organizational success
- Hear how Corning builds, measures, adapts successful program

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**Presented by:**



**AJ Jorgenson | Vice President of Strategic Engagement and Inclusion | The Manufacturing Institute**

AJ Jorgenson is vice president of strategic engagement and inclusion at The Manufacturing Institute, the workforce development and education partner of the

National Association of Manufacturers. Ms. Jorgenson develops and executes all strategic operations for the Institute's Diversity and Inclusion pillar, and leads the Institute's longest running program, the STEP Women's Initiative. She is helping to foster and promote an inclusive culture in manufacturing, supporting companies with their DE&I efforts and amplifying best practices to multiply the impact and leading industry engagements to increase the number of women and underrepresented populations in manufacturing.

Previously, as Communications Director for the Institute, Ms. Jorgenson oversaw national Manufacturing Day reaching 350,000 students, parents, and teachers and helped lead the Institute's partnership with the U.S. military to assist veterans and transitioning military personnel prepare for and find jobs in manufacturing. Prior to joining the Institute, Ms. Jorgenson worked at the NAM as the Manager of Board and Strategic Initiatives, where she was responsible for developing engagement strategies for the Board of Directors.

Prior to joining the NAM, Ms. Jorgenson served as the Executive Coordinator of Research and Development for Mars, Incorporated.

Ms. Jorgenson is certified trainer of Emotional Intelligence and has earned a professional certification Diversity, Equity and Inclusion in the Workplace from the University of South Florida.

Ms. Jorgenson currently lives in Lovettsville, Virginia with her and her husband, four children, a dog and cat.



### **Felicia Murrill | Corning Optical Communications**

As a DEI program manager, Felicia Murrill is responsible for creating, running, and evaluating the diversity, equity, and inclusion programs for Corning Incorporated, an organization committed to educating customers by providing quality, real-world fiber optic training on the latest products and applications. Felicia is passionate about bringing these programs to fruition and empowering the workforce by doing so. She is also a graduate of Clark Atlanta University and is a Certified Public Accountant.



## **Michael C. Bush | CEO | Great Place to Work**

Michael C. Bush is CEO of Great Place to Work, the global research and analytics firm that produces the annual Fortune 100 Best Companies to Work For list, the World's Best Workplaces list, the 100 Best Workplaces for Women list, the Best Workplaces for Diversity list, and dozens of other distinguished workplace rankings around the world.

Driven by a love of business and an unwavering commitment to fair and equitable treatment, Michael joined Great Place to Work as CEO in 2015, bringing 30 years of experience leading and growing organizations. This includes serving as CEO of Tetra Tech Communications, which he grew from \$40 million to \$300 million in revenue. Michael is a former member of President Obama's White House Business Council and a founding board member of the private equity seed-fund, Fund Good Jobs, which invests in small inner-city businesses.

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