

# Keys to Success for Manufacturing in the Experience Economy

written by Lauri Moon | November 21, 2017

Consumers everywhere are demanding better, cheaper products and services that are customized to provide a personalized experience. In order to meet these expectations, manufacturers must reframe their value proposition and become faster, more integrated and more agile than ever before.

Fortunately, with enterprise-wide digitalization and innovative manufacturing technologies, companies — and their customers — can shape their value network in this Age of Experience.

Leading-edge manufacturing companies are demonstrating massive innovation as they transform from a model of mass production to one of mass personalization. This requires everything from defining the value network and connecting value streams from ideation through ownership to the enablement of new business models.

This webinar will explore the transformation in manufacturing that is taking place as a result of the new Experience Economy, discuss the challenges, and with examples of how new technologies are being used.

Attendees will get practical and actionable information on how to:

- Improve speed and agility with real-time learning and decision support
- Learn how to define their value network and connect value streams
- Empower collaboration and augment human creativity

## Speaker

 **Patrick Michel, DELMIA Vice President Strategy and Business, Dassault Systemes**

Patrick Michel is Vice President Strategy and Business Development for the DELMIA Brand of Dassault Systèmes. Patrick having assumed this position in 2017, is responsible for leading M&A initiatives and strategic planning activities for

DELMIA. Patrick joined Dassault Systèmes in 1996 after graduating in Electrical Engineering at the University of Grenoble in France and having completed a Master's of Engineering at the Thayer School of Engineering, Dartmouth College. He started his career in the CATIA Industrialization department quickly taking the challenging two-year assignment as executive technical assistant to Bernard CHARLES, CEO and President. Patrick joined the DELMIA team in 2005 leading the Industry Solutions & Marketing organization for DELMIA, defining Digital Manufacturing solutions for the different industries including Automotive, Aerospace & Industrial Equipment industries and helping lead the diversification of DELMIA into Manufacturing Operations Management and Supply Chain Planning and Operations. Patrick is based in Detroit, MI.



## **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**

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