

# Manufacturing in the New Next - Succeeding in a Digitized, Smart, and Sustainable Future

written by Lauri Moon | December 30, 2021

For manufacturers, 2020 and 2021 have either been intensely challenging, the opportunity of a lifetime, or both. Manufacturers have had to navigate volatile demand swings, disrupted global supply chains, unpredictable weather events driven by climate change, and evolving customer expectations.

Oracle partnered with *IndustryWeek* to research the state of and outlook for manufacturing with a special focus on digital, smart, and sustainable manufacturing.

In this webinar, you will learn about the experiences of manufacturers worldwide as they drive to succeed in the new normal—**what's working, what's not, what's missing** that would be of benefit to them, and **what their plans are for future investments**. We will also share survey insights on:

- How confident manufacturers are in their abilities to succeed in the New Next
- Obstacles and barriers manufacturers face today

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**Speakers**



**Christophe Begue, Industry Executive Director, High Tech & Semiconductor, Oracle**

Christophe Bégué is the Industry Executive Director at Oracle for the High-Tech and Semiconductor industry segments. He has over 20 years' experience in the Electronics industry, and has worked at Philips Electronics, IBM and now Oracle in roles spanning transformation consulting, business application development, industry solution strategist and business development. His main interest has always been in product development, supply chain management and manufacturing, both through the development of new software solutions and in the context of global consulting projects.



**Eric Prevost, Vice President Strategy Manufacturing and Automotive, Oracle**

As Vice President Strategy Manufacturing and Automotive, Eric Prevost has 24 years of experience working in digital and business innovation, and transformation strategy roles. He has deep cross-industries knowledge in innovation and Digital/Business Strategy. His career experience includes senior and executive positions in management and IT strategy at IBM Global Services, Capgemini. Prior to this role, he successfully supported manufacturers to transform their business model to subscription-based model. Co-authored IBM Book "BPM: Modeling through Monitoring"; co-authored Industry 4.0 whitepaper French Syntec. Eric is also president of TRIZ-France developing Manufacturing innovation practices.



**Brent Robertson, Co-Founder, Fathom**

Brent Robertson works with leaders to create high-performance, purpose-driven teams and organizations. As co-founder of Fathom, he champions an approach to executive coaching, strategic planning, leadership development, succession, and transformation that prioritizes people and relationships. As a result, his clients don't simply plan their futures, they bring them to life through the energy of organization-wide involvement in, and commitment to, generating organizations that perform beyond what their history, or their industry says is possible. Beyond Fathom, Brent is an advocate, advisor, and accomplice for those committed to create a better future for the people they touch, and is a sought-after speaker on the topics of

leadership, purpose, and community. He has oriented his life around helping people create conditions for their success, and is the creator of the personal development company Purpose Practiced where he uses his personal transformation experience as a place from which to mentor others on their growth journey.

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