

Tips for Maintaining Continuity and Driving Business Growth

written by Lauri Moon | August 18, 2020
Strategic Insights for 2H 2020 and Beyond

As manufacturers strive to protect workers, supply chains, and their overall financial stability, staying ahead of what's next is paramount for business continuity. Leading manufacturers are driving their businesses forward by adapting their operational strategies to new constraints on labor resources, fluctuating production demands, and high uncertainty from COVID-19.

During this webinar, Manufacturers Alliance for Productivity and Innovation (MAPI) and Kronos will discuss emerging issues in supply chain, technology, and the nature of work that are expected to define the foreseeable future and how industry leaders are successfully adapting to keep their businesses growing.

Join us for this exclusive webinar event where you will:

- Gain insights from the manufacturing c-suite on critical industry dynamics drawing from recent surveys conducted by MAPI
- Understand how manufacturers are developing flexible operational practices to support workforce agility and ensure a safe working environment
- Learn how workforce management technology can help support business continuity

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Speakers



Heather Badower, Industry Manager, Manufacturing Practice Group, Kronos

As the industry manager for the manufacturing practice group, Heather Badower is responsible for leading strategic content creation, messaging, and sales support for the manufacturing market at Kronos Incorporated, a global provider of workforce management and human capital management (HCM) software solutions. In her role, Badower collaborates with teams across the organization to understand the needs of the manufacturing sector related to the future of work. A workforce technology evangelist, she regularly works with both manufacturing clients and prospects to advance their workforce management and employee experience strategies and ultimately improve organizational performance.



David Beckoff, VP Product Development & Insights, MAPI

David Beckoff is VP Product Development & Insights at MAPI where he leads research, benchmarking programs, and special events for the manufacturing community. Prior to joining MAPI in 2018, he served as research director at Gartner (and formerly CEB) and led teams in developing business insights, best practices case studies, and decision support to help executives with strategic challenges. He authored cross-industry studies on topics including data analytics, digital

transformation, customer experience, and talent development. David previously managed research at the Association for Financial Professionals (AFP) and worked in market research at Freddie Mac. He holds an M.A. in history and B.A. in history and public policy from Brown University.