

# 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

Hosted by

**IndustryWeek.**

Sponsored by



[Register](#)

**By clicking above, I acknowledge and agree to Endeavor's Terms of Service and to Endeavor's use of my contact information to communicate**

**with me about offerings by Endeavor, its brands, affiliates and/or third-party partners, consistent with Endeavor's Privacy Policy. In addition, I understand that my personal information will be shared with any sponsor(s) of the resource, so they can contact me directly about their products or services. Please refer to the privacy policies of such sponsor(s) for more details on how your information will be used by them.**

## **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.