

# Trends and Strategies Driving Manufacturing Success in 2019

written by Lauri Moon | January 15, 2019

Though the manufacturing sector has seen strong growth over the last few years, recent data indicates some slowing. The inability to attract talent in a tight labor market, rising prices, and trade anxieties are just some of the challenges to growth that manufacturers will continue to face in 2019. Yet at the same time, digital disruption is creating new opportunities for manufacturers as they embrace evolving technologies.

In this webinar, you'll learn about key factors impacting manufacturing's global economic outlook, discover how software solutions and digital technology will play an increasingly important role in manufacturing in 2019, and get answers to questions such as:

What can manufacturers do to overcome the shortage of skilled workers?


- How will the volatile global economy impact market demand?
- What economic and political issues should manufacturers monitor?
- Will changing regulations call for new strategies and processes?
- Which technology trends and innovations will benefit manufacturers most?
- Are manufacturers ready to invest in digital technology?

## Speakers

 **Nick Castellina, Director of Industry and Solution Strategy, Infor**

Nick Castellina is Director of Industry and Solution strategy where he is responsible for marketing messaging and strategic direction in the discrete manufacturing industries. At Infor, Nick interacts with end users to understand their challenges and connects with product management and marketing to support Infor's commitment to delivering focused solutions featuring industry best practices. Prior to Infor, Nick was Vice President and Research Group Director of the Aberdeen Group's Business Planning and Execution research practice. There he worked with

software vendors and end users to analyse trends and produce industry-leading content in topics related to Enterprise Resource Planning, Enterprise Performance Management, Project Portfolio Management, and Business Process Management.

 **Chad Moutray, Chief Economist, National Association of Manufacturers (NAM)**

Chad Moutray is chief economist for the National Association of Manufacturers (NAM), where he serves as the NAM's economic forecaster and spokesperson on economic issues. He frequently comments on current economic conditions for manufacturers through professional presentations and media interviews and has appeared on various news outlets, including CNBC. In addition, he is the director of the Center for Manufacturing Research at the Manufacturing Institute, the social impact arm of the NAM, where he leads efforts to produce thought leadership, data and analysis of relevance to business leaders in the sector.



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# Webinar: 5 Steps Manufacturers Must Take to Engage the Gen Z Workforce

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The manufacturing industry is facing a talent crisis with the impending “silver tsunami” of baby-boomer retirements. This is compounded by the harsh reality that younger generations aren’t considering manufacturing as a career option.

To remain competitive in the war for talent, manufacturers must create a work environment which attracts, engages, and retains the future workforce. This webinar will discuss five actionable steps manufacturers can take to get there.

During this webinar, you will:

- Learn how to motivate and engage a multi-generational workforce
- Discover new ideas for creating “Gen-Z-ready” work practices
- Gain insight into the role technology plays in enhancing the employee experience

## Speakers

 **John Frehse, Senior Managing Director, Ankura**

John Frehse is a Senior Managing Director at Ankura, based in the New York office. He has more than 20 years of experience focused on labor and operations strategy.

John has developed and implemented strategies for more than 100 companies, and he delivers to corporate leaders innovative labor solutions that incorporate solutions to employee needs. His work has spanned a wide range of industries, including food and beverage, automotive, chemical, electronics, pharmaceuticals, power, call centers, banking/insurance, distribution, telecommunications, mining, government and healthcare.

John's professional philosophy is that people are the most valuable resource of every company. His experience has proven that in order to create long-term success, a thoughtful and methodical approach to labor must be created.

Before joining Ankura, John was a founding partner of Core Practice LLC, an international labor strategies firm. Prior to that, he was head of Global Strategic Services Sales for Blue Pumpkin Software, now known as Verint. His clients included the manufacturer of automobile driveline and drivetrain components and systems, a multinational food manufacturing and processing conglomerate, and a Canadian telecommunications and media company.

 **Kylene Zenk, Director, Manufacturing Practice, Kronos**

Kylene Zenk, Director, Manufacturing Practice, leads awareness building efforts and go-to-market strategy execution for the manufacturing market at Kronos Incorporated, a global provider of workforce management and human capital management software solutions. Her primary focus is educating manufacturing organizations about the role of effective labor management in improving employee engagement and organizational performance. She is also responsible for partnering across sales, services, product development, and customer support to achieve sales growth and customer satisfaction goals.

Prior to joining Kronos in 2007, Zenk worked at Capital One Financial Corporation in operations, sales training, and marketing roles. She has a bachelor's degree in political science and a master's degree in business administration, both from the University of Massachusetts, Amherst. Zenk is also a member of the National Association of Manufacturers, the Association for Manufacturing Excellence, and the Society for Human Resource Management.



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