

DX STRATEGISTS CONFERENCE

Date: 21 & 22 September 2020

Time (GMT +8)	Duration	Topic	Presenter	Topic Description	Biography
10:00 - 10:05	5 min	Welcome Speech		Welcome to ROKLive SEA. Explore and find your answers on how to scale your Digital Transformation journey with us in this 2-day virtual event. Interact with our domain experts and learn through hands-on lab.	<p>Marcelo Tarkieltaub is Regional Director, Southeast Asia at Rockwell Automation. Based in Singapore, Tarkieltaub is responsible for sales and business operations across Singapore, Malaysia, Indonesia, Philippines, Thailand, Pakistan and Vietnam.</p> <p>Prior to Southeast Asia, Marcelo was Regional Director, Southern Cone, a portfolio within the Latin America region covering the markets of Argentina, Chile, Peru, Paraguay, Uruguay and Bolivia. He has over 20 years of experience at Rockwell Automation and possesses deep knowledge of driving high performance teamwork in multicultural environments.</p> <p>Marcelo holds an MBA from Fundação Getulio Vargas and Bachelor of Science, Electrical Engineering from Universidade de São Paulo.</p> <p>Marcelo is Fluent in English, Spanish, Portuguese.</p>
10:05 - 10:30	25 min	Keynote: The Future Workforce in Southeast Asia and What It Means for You		With the onset of the 4th industrial revolution, new business models and jobs are being created, and destroyed, at a dizzying pace. Meanwhile, the Covid-19 pandemic has accelerated the pace of change globally and across Southeast Asia. In this thought-provoking session, Su-Yen examines key trends shaping the future of work at the intersection of technology and humanity. She will highlight the implications - and possibilities - for individuals, organisations, and society; and challenge your thinking around what it takes to thrive in an age of disruption.	<p>Su-Yen currently serves on the Boards of several public, private, and not-for-profit organisations. She is Chairperson, Nera Telecommunications, and Independent Director at MediaCorp, Yoma Strategic Holdings, NTUC First Campus, and the National Kidney Foundation. Previously, she was Chief Executive Officer of the Human Capital Leadership Institute; Chairperson (Singapore) for Marsh & McLennan Companies; Senior Partner and Managing Director, Southeast Asia at Mercer; Asia Managing Partner for the Communications, Information & Entertainment practice at Oliver Wyman.</p>
10:30 - 11:00	30 min	Tech Intensity in Manufacturing: Innovating Through Disruption		<p>With the recent global pandemic causing unprecedented business disruption worldwide, there has never been a more transformational time in the history of manufacturing. What Microsoft calls tech intensity—building and mastering one's own digital capabilities—is now even more critical. We are navigating a new world that must be more agile and resilient in the face of global disasters. And manufacturers are responding: accelerating investments and applying new capabilities around the intelligent edge/intelligent cloud, increased automation and AI, and "remote everything" to reshape manufacturing operations and supply chains, modernize factories and reskill the workforce.</p> <p>In this session, Microsoft VP of Manufacturing Industry Çağlayan Arkan will explore how Microsoft is partnering with Rockwell Automation to help companies rethink manufacturing, sharing best practices from today's digital leaders.</p>	<p>As Vice President, Manufacturing Industry at Microsoft, Çağlayan Arkan is currently responsible for managing the digital transformation for manufacturing companies across high-tech and electronics, industrial equipment, aerospace, and chemicals/agrochemicals globally, as well as guiding growth and compete strategies for Microsoft in these verticals worldwide.</p> <p>Arkan is passionate about empowering customers to position themselves as first movers or fast followers in today's disruptive era. By supporting organizations with new technology-led capabilities, strategies and insights that will fundamentally reinvent their products, services and business models, Arkan and his team are helping businesses drive sustained growth, agile innovation and operational excellence.</p> <p>Prior to his current role, Arkan held several leadership roles at Microsoft and Siemens, successfully spearheading new strategic growth, market penetration and business development initiatives.</p> <p>Arkan is currently based in Bellevue, Washington with his family.</p>
11:00 - 11:30	30 min	Now More than Ever: A Digital Strategy with Impact, Speed and Scale		<p>There has never been a greater challenge imposed upon manufacturing and supply chains around the world than today. These disruptions are having dramatic effects on corporate leaders who are responsible for organizational strategies focused on value and optimized revenue. We know normal operations have changed, but how do you determine which initiatives will have the greatest impact on recovery and how do you operationalize digital transformations at scale?</p> <p>Companies with a laser focus on financial impact and the prioritization of limited resources against high-value use cases, can achieve a successful digital transformation journey. Join senior executive Craig Melrose as he discusses how PTC and Rockwell Automation can help our joint customers emerge from this crisis, today.</p>	<p>Craig Melrose is the Executive Vice President of Digital Transformation Solutions at PTC. In this role, Craig works to build customer-facing, operationally transformative solutions that incorporate PTC's industry-leading CAD, PLM, IoT, and AR technologies. His responsibilities include interacting with and guiding customers to develop, scale, and roll out tailored industry 4.0 programs based on their unique operational excellence goals.</p> <p>Experience</p> <p>Prior to joining PTC, Craig served as a Partner at McKinsey & Company for over 20 years, leading numerous operations and digital transformation initiatives, working directly with customers to understand their challenges, and identifying both tactical and strategic solutions globally and across dozens of industries. Throughout his career, he has helped companies dramatically enhance their factory automation strategies, including Toyota Motor Manufacturing, where for five years prior to joining McKinsey, he led the improvement of the Toyota Production System and Toyota's operating performance through the introduction of new products across North America.</p>
11:30 - 12:00	30 min	Harpak-ULMA's Smart Connected Packaging Journey		<p>In 2018, CEO Kevin Roach established a vision and plan to transform this veteran packaging machine OEM into an innovative, agile supplier of smart and connected packaging platforms. Two years into a multi-year, multi-phase digital transformation plan, Harpak-ULMA's brand is now synonymous with innovation for their customers. Kevin offers an insightful and pragmatic view into how and why digital transformation delivers real customer value in a packaging operation, as well as the internal challenges associated with bringing an OEM into the digital age.</p> <ul style="list-style-type: none"> • The primary, demonstrable value of digital transformation is business agility. • Smart, connected machines and the data they provide create a foundation for transformation. • Operationalizing transformation using augmented reality, IoT and digital twin technologies delivers remarkable performance gains. 	<p>Kevin Roach is a senior-level technology executive with proven global leadership and distinguished performance in operations and sales, as well as financial and general management. He is also experienced in strategic planning, research and development, manufacturing and marketing across multiple industries. A growth-focused leader, Roach exhibits extraordinary creativity and success applying technology to business problems with endless focus, passion, and energy. He has a strong background of developing enterprise class software organizations within technology companies, successfully transforming four companies from Waterfall software development to Agile/SCRUM software development.</p> <p>In his prior role, Kevin led Intelligentized, a software division of Honeywell focused on warehouse execution software. During his tenure he reinvented the company's approach to sales, market development, product development, quality, professional services, and investment strategies. He successfully positioned Intelligentized as a global leader in integrated systems and software solutions for the supply chain and also led the company's breakthrough initiative for the "Connected Distribution Center".</p> <p>He has served as executive vice president and general manager of Epicor Software, executive vice president and general manager of Activant Solutions, president and CEO of Rockwell Software and vice president of GE Industrial Software. He is also an entrepreneur who has founded and sold two technology companies. Early in his career, Roach spent eight years with TW Kutter, a Harlinger Company, as director of packaging and automation systems. He is a proponent of Lean and Six Sigma, a certified GE six sigma Black Belt, and is passionate about building company cultures focused on continuous improvement. Kevin completed his undergraduate studies at Stonehill College and Bridgewater State University and holds an MBA from Rensselaer Polytechnic Institute in Technology and Business.</p> <p>Kevin also holds distinguished industry affiliations, serving as chairman of the board for the Manufacturing Enterprise Solutions Association from 2002 through 2004 and sitting on the board of directors for the OPC foundation from 2007 to 2009.</p>
12:00 - 12:30	30 min	Pfizer: Changing Patients' Lives Through the Digital Thread		<p>To deliver on their purpose, 'breakthroughs that change patients' lives', Pfizer is championing a multi-year initiative aimed at transforming their manufacturing operations into a seamless, data-driven insight engine that drives world-class performance throughout their enterprise. Hear Mike Tomasco, Pfizer's Vice President of Digital Manufacturing, discuss their journey, including challenges, goals, innovations, metrics and more.</p> <p>Key Takeaways:</p> <ul style="list-style-type: none"> • Strong, executive sponsorship and a 'blank slate' approach to creating a strategy and vision are key. 'Digital' does not always mean fast. • Using video and internal social media to inform program participants and stakeholders is more engaging and powerful than traditional newsletter formats, reaches all levels and unleashes the organization's collective power. • Upgrading security infrastructure across manufacturing sites can help to unlock shop floor data from outside of a site. 	<p>Mike Tomasco is a Vice President in Pfizer Digital with responsibility for leading Pfizer Global Supply's (PGS) Digital Transformation. The goal of the program is to transform PGS through a business strategy driven focus on digitization applied end to end in across Manufacturing Operations. Mr. Tomasco has experience across strategy, marketing, finance, manufacturing and information systems for multinational companies and has successfully led several major transformational initiatives.</p> <p>Prior to his current role, Mr. Tomasco was responsible for establishing and leading the execution of the PGS Business Technology Strategy focused on a 3-5 year time horizon driving new systems and change across the organization. Concurrent with this role, Mr. Tomasco was the Chief of Staff for the Vice President of PGS and Finance Business Technology. Upon joining Pfizer in 2006, Mr. Tomasco lead an Engineering systems program to transform Maintenance Management operations. This culminated with his leadership of the Engineering and Environment Health & Safety Business Technology team with a focus on optimizing operations and reducing the global system footprint from 500 to 200.</p> <p>Prior to working at Pfizer, Mr. Tomasco spent 10 years at Accenture as an Information Technology and Management Consultant. His responsibilities over those 10 years included managing merger integration programs, leading global ERP (SAP) deployments, designing and building Web Content Management platforms and Human Performance solutions.</p>
12:30 - 13:15	45 min	LUNCH BREAK			
13:15 - 13:45	30 min	Preparing Security and Virtual Work Environments for Crisis Situations		<p>A key change in our working lives driven by COVID-19 is the reality that we must be able to work virtually. For production environments, that means remote access and management are critical to maintain operations as employees, vendors and partners work virtually with access to production environments. All of which means that the cybersecurity status of the production environment is even more critical to maintain reliable operations.</p> <p>This presentation will look at the best practices Cisco and Rockwell Automation have developed as part of our collaboration and support in our technologies, standards, solutions and services to enable virtual working required to maintain and secure production environments.</p>	<p>Paul Didier is a Solutions Architect and Manager for Cisco® System's IoT Business Group. He is responsible for developing solutions for the Industrial Automation including Manufacturing, Oil&Gas and Mining verticals. Paul represents Cisco at the Open Device Vendor Association's (ODVA) Technical Review Board, the OPC Foundation, the Aunu Alliance and the Industrial Internet Consortium (IIC). He has over 25 years of industry experience. Paul authored the Cisco and Rockwell Automation Converged Plant-wide Ethernet (CPwE) Design and Implementation guide, a Cisco Validated Design (CVD). Paul works extensively with key Industrial Automation and Control machine builder partners such as Bosch Rexroth, Rockwell Automation, ABB, Honeywell, Emerson, Yokogawa, Schneider Electric and Fanuc.</p> <p>Prior to joining Cisco, Paul was an IT Infrastructure expert at Accenture for 16 years and an IT Manager for SAP for 2 years. He has extensive experience working for Manufacturing, Retail and Financial Services clients. He has developed and deployed large enterprise IT applications on a global scale.</p>
13:45 - 14:15	30 min	The Power of People in Digital Transformation – Culture and Change Management		<p>A change management plan, and a renewed focus on your culture, is paramount to success with digital transformation. A culture that's data-driven, agile, innovative, and embraces a growth mindset will enable a successful transformation – but that culture change doesn't happen overnight.</p>	<p>Mick Mancuso is director, Connected Enterprise Consulting at Rockwell Automation. This organization, through proven capabilities and expertise and working closely with many functions across the company, helps us focus our enterprise efforts to partner with customers at the executive level to consult and guide them in their aspirations to become a Connected Enterprise. Prior to this role, Mick was responsible for overseeing the company's North American Manufacturing Operations. Mick has been with Rockwell Automation for over 17 years. His career progressed through a variety of multiple disciplines, businesses, and locations across the company with roles in inventory management, strategic sourcing, supply management, and operations management. Mick was responsible for launching the company's MES function in multiple manufacturing facilities which led to an internal "Connected Enterprise" journey which has since become representative of what Rockwell Automation promotes externally to its customers. Mick meets frequently with leaders within the manufacturing industry to exchange lessons learned throughout the transformational journey to smart manufacturing and to share real world experiences around what all embracing its tenets can afford in the way of step function improvements in quality, service, and productivity. Mick holds a Bachelor of Science in Business Management from St. Joseph's College, and a Master of Science in Industrial Technology from Purdue University.</p>
14:15 - 14:45	30 min	Building a Successful Digital Transformation Strategy		<p>Our client experiences have shown that a manufacturing company's success with industrial digital transformation is determined up-front; long before any technology is evaluated or implemented. However, planning for industrial digital transformation is usually the least understood and most under emphasized part of the journey. In this session, we will discuss the topic of getting started with digital transformation, the key roadblocks we have uncovered, and the tools used to move forward with confidence.</p>	<p>Jeff Botsch is a Consulting Manager with Rockwell Automation who partners with clients to deliver comprehensive digital manufacturing roadmaps that define and enable their Industrial Transformation. He has over 20 years of experience planning and implementing digital programs in the support of distribution, manufacturing and supply chain operations. A graduate of Purdue University, Jeff is also a certified Project Management Professional (PMP).</p>
14:45 - 15:15	30 min	Modern Remote Services Help You Stay Productive - Rockwell Automation		<p>More employees than ever before are working remotely, and new pressures face those remaining on the plant floor or in the field. Learn about the modern support services that will help you keep your production or manufacturing environment running efficiently and safely. Rockwell Automation has services available that will make remote monitoring and application support your first line of defense; augmented reality a valuable troubleshooting tool when on-site visits are not possible; and e-learning a way to improve workforce skills. Find out how modern support services can help your organization through these challenging times and beyond.</p>	<p>Angela has been the director, Portfolio & Business Management for services since September 2018. In this role, Angela is responsible for the strategy and execution to create a simplified, global portfolio with a world class contractual experience that drives long term, sustainable annuity revenue growth.</p> <p>Over the course of her 17 years with Rockwell Automation, Angela has developed extensive experience across several functions and businesses. Angela started her career as a network administrator with Interwave Technology, a company later acquired by Rockwell Automation. Following the acquisition, Angela joined our SSB organization where she held roles of increasing responsibility from project engineering, project lead, project management, and engineering management. During her time in SSB, Angela worked closely with our customers deploying Rockwell Automation solutions across many industries and leading technical teams with a focus on large, complex software deployments. She later moved her family to Cleveland, Ohio where she joined our CVB organization as a product manager in the information software business. Angela advanced to a portfolio lead role and then to a Marketing Manager for Studio 5000 in the CVB organization. For the last 4 years Angela has worked in our Services business first as a business manager for Connected Services (NA) and most recently as the Global Portfolio Director.</p>
15:15 - 15:45	30 min	TEA BREAK			
15:45 - 16:15	30 min	Driving Quicker Time to Market and Operational Efficiency with Simulation-based Digital Twins		<p>Ansys Twin Builder helps customers to build, validate and deploy simulation-based digital twins. In combination with Rockwell Automation technology, end users now have access to a streamlined, holistic, end-to-end solution for design, automation, production and lifecycle management, resulting in optimized business outcomes.</p>	<p>Prith Banerjee is the Chief Technology Officer (CTO) at Ansys. He has served as a professor of electrical engineering at the University of Illinois at Urbana-Champaign, as chairman of electrical and computer engineering at Northwestern University and dean of engineering at the University of Illinois at Chicago. Banerjee served as a CTO at ABB and Schneider Electric; and as a director of HP Labs and Accenture Tech Labs. He has also started two electronic design automation (EDA) software startups: Accelchip and Binachip. He has seen first-hand how innovation is practiced in academia, startups and large companies. Prith was listed in the Fast Company list of 100 top business leaders in 2009.</p>
16:15 - 16:45	30 min	Ecolab: 4 Steps to 'The Factory of the Future'		<p>Matt Boudjouk has a vision for what he calls the 'Factory of the Future'. Hired to bring Ecolab into Industry 4.0, his team has focused on four main steps that, so far, have helped them to take charge of inventory and days on hand, and save 25-30% on process design. Hear Matt discuss the four steps and learn about Ecolab's journey in this informative interview.</p> <p>Key Takeaways:</p> <ul style="list-style-type: none"> • Digital transformation requires open architecture, so avoid proprietary systems at any level. All systems must be able to talk to each other. • Strategic partnerships with automation vendors help to keep your finger on the pulse of what's possible, and what's coming. • Pilot projects are key to demonstrating ROI, and when you can share the numbers with workers, are key to effective change management. 	<p>Matt Boudjouk, P.E., is the Controls & Automation Subject Matter Expert for Global Supply Chain with Ecolab, Inc. He has >20 years of experience in the automation industry and leads a group of automation engineers on digital strategy, standards and specification for 130 plants worldwide.</p>