



The Future of Business



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

Future of Business with Game Changers, Presented by SAP

Tuesday at 7 AM Pacific /10 AM Eastern

September 03rd 2015: **Creating Game-Changing Value through Digitization**

The buzz: What's in a name? Machine-to-machine connectivity, Industrial Internet of Things (IoT), Industry 4.0 – whatever you call the digital manufacturing revolution doesn't matter. What matters is the tremendous unrealized value available from the digitization of industrial processes, products, services. What will it take to design, build, maintain digital solutions that leverage the IoT, product innovation platforms, and re-imagined service offerings? The experts speak. Markus Lorenz, BCG: "Machines have always been great...now we are in the middle of a revolution. Machines are becoming in

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Featured Guests



Russ LeFevre

Russ LeFevre leads the US Enterprise Industry Field Marketing team for Cisco. He manages a team of 30 senior marketing professionals responsible for go-to-market strategy and program execution to Fortune 500 customers spanning manufacturing, healthcare, financial services and retail industries. He delivers customer-relevant content to CXOs to inspire their digital transformations. Russ has over 25 years of executive-level marketing, sales and management experience with information technology providers, spanning entrepreneurial start-ups, to established, large companies serving the Global 2000. He is a frequent speaker on topics related to modern marketing, digital transformation and customer

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Georg Kube

Georg Kube is the global head of SAP's industry business unit for the Industrial Machinery & Components industry. He is responsible for defining industry-relevant solutions based on SAP's complete portfolio of products and technologies, bringing them to market, and driving business in the regional units. Georg joined SAP in 2007 and has since held a number of management positions within Industry Marketing and Solution Management. Before SAP, Georg spent 14 years at HP as a Consultant and Consulting Director, working with major manufacturing companies mainly in the area of product development. He also held the position of Marketing Director for Manufacturing Industries in EMEA. Prior to HP, G

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Markus Lorenz

Markus Lorenz is a Partner in BCG's Munich office and leads BCG's machinery and components sector worldwide. He joined BCG in 2002 and before that he built digital printing machinery for industrial uses. Markus works with leading machinery and automation players to explore opportunities of the Internet of Things. From this work he recently co-authored the publication "Industry 4.0: The Future of Productivity and Growth in Manufacturing Industries". He studied industrial engineering at the University of Karlsruhe, holds an MBA from Vanderbilt University, and earned a PhD in Mechanical Engineering from the Technical University Munich. Markus spends his free time in the mountains and has a pass

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