



**Community of Leaders**  
Big thinkers, big ideas, better industry

# THE FUTURE OF INDUSTRY WHERE TODAY MEETS TOMORROW

January 27-29, 2020  
Telluride, Colorado

The future of industry is here. We are experiencing an unprecedented convergence of technology innovation unlike anything we have seen in our lifetimes. It has the potential to transform or to obsolete our businesses.

Sponsored by



These innovations include artificial intelligence and machine learning, edge computing, generative design, blockchain, recipe transformation, industrial additive manufacturing, advanced robotics, autonomous systems, gamification of engineering, and more. Each of these advancements taken alone is complex and significant; together the opportunity is immense.

**It's up to us, as business leaders, to capitalize on this opportunity for our organizations and for the future of industry.**



Siemens, Next47, LIFT and the Telluride Science & Research Center (TSRC) have joined together to deliver this program with the sole purpose of enhancing business leaders' ability to lead their organizations to a compelling digital future.

**Program highlights:**

- Thought leaders from Industry, fast-moving start-ups, Manufacturing USA Institutes, U.S. federal government, and Siemens will share provocative perspectives on the future of Industry
- Ample time for facilitated peer collaboration ensures topics are explored deeply and insights developed are specifically aligned with the interests of participants
- Experts will share experiences removing obstacles and leading their organizations to realize impact today



Join this community of leaders for for an intimate educational exchange and develop strategies for the digital transformation of your organization. A consolidated report on the discussions and findings of the group will be delivered after the workshop.

Register online at [TELLURIDESCENCE.ORG](http://TELLURIDESCENCE.ORG)



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# THE FUTURE OF INDUSTRY

## WHERE TODAY MEETS TOMORROW

|             | MONDAY                             | TUESDAY   | WEDNESDAY  | THURSDAY                  |
|-------------|------------------------------------|---|--|---------------------------|
| TIME        | January 27, 2020                   | January 28, 2020  | January 29, 2020   | January 30, 2020          |
| 8:00-8:30   | Travel                             | Breakfast   | Breakfast & Data as a foundation for Industry 4.0 (B Baratta, MxD)                                 | ← Start adjusted to 8A    |
| 8:30-10:30  |                                    | rWTF Industry 4.0... (A Orchard, Siemens)                           |  |                           |
| 10:30-10:45 |                                    | Break   | Industry X.0 - Driving the supply & demand gap for skilled manufacturing workers (N Francis, LIFT) | ← Break adjusted to 12:00 |
| 10:45-1:00  |                                    | The promise of AI, Edge, and Machine Learning (M Thornton, Siemens) |  |                           |
| 1:00-2:00   |                                    | Lunch & Free time   | Free time  | Travel                    |
| 3:00-3:15   |                                    | Generative Design and Industrial Additive Possibilities (TBD)       |  |                           |
| 2:00-4:00   |                                    |   |  |                           |
| 4:00-6:00   |                                    | Gamefication of Engineering... (M McCoy, Hackrod)                   | Navigating the future, today (A Orchard, Siemens)  |                           |
|             |                                    | Break   | Break  |                           |
| 7:30        | Welcome Dinner<br><i>Side Work</i> | Group Dinner<br><i>Rustico</i>                                      | Group Dinner<br><i>Chop House at New Sheridan</i>  |                           |

## THOUGHT LEADERS



### **Nigel Francis**

CEO and Executive Director at Detroit-based LIFT – Lightweight Innovations for Tomorrow, one of the founding Manufacturing USA institutes. Prior to joining LIFT, Nigel served as Vice President and Officer, Advanced Engineering & Technology Development at American Axle, after working as Senior Automotive Adviser to the State of Michigan and Senior Vice President, Automotive Industry Office, Michigan Economic Development Corporation where he was charged with developing, implementing and executing a comprehensive strategic plan and road map to promote, retain and grow the automotive industry in Michigan. Francis has over 35 years of experience in the global automotive sector having held executive level positions at OEM and Tier 1 companies in North America and Europe, including Tata Technologies, Executive Vice President, Bright Automotive; and Vice



### **Mouse McCoy**

CEO/Co Founder and Creative Director of Hackrod.

Prior to founding Hackrod, Mouse was CEO of entertainment studio Bandito Brothers. During his ten years at the helm of Bandito Brothers he architected a unique branded entertainment model with the US Navy SEALs that led to the feature film “Act of Valor” which he produced and directed. Mouse directed the global media campaign “Hot Wheels for Real” for Mattel that set three Automotive World Records and earned a Cannes Gold Lion, Clio Gold and numerous other awards. Mouse started his career as a professional motorcycle racer with accolades winning the Baja 500, Baja 1000 and starring in the film “Dust to Glory”. Across his career in racing, as a stuntman, and as a movie director, Mouse realized his world revolved around taking artists 3D renderings and engineering them for rapid prototyping/manufacturing for the production of entertainment. This led to the launch of a deep research project looking at Future of Making Things. As the thematic focus moved to ‘how three kids in a garage can start a car company’, Hackrod was born.



### **Berardino Baratta**

Senior Director of Technology Strategy for MxD. In this role, Berardino works closely with partners and internal teams to develop a technology roadmap that supports American manufacturers as they embrace and benefit from Industry 4.0.

Berardino has over 25 years of diverse experience including recent roles as CEO of Potentia Analytics, a healthcare startup and Founding General Manager of Freescale Semiconductor’s Multimedia Applications Division. Prior to these roles, he led the Strategy, Marketing and Business Development team for Freescale’s Wireless and Mobile Systems Group. Berardino began his career with Metrowerks Corporation, a leading provider of Software Development tools, where he led engineering through its growth from startup to public corporation through acquisition by Motorola Corporation. Berardino received his Bachelor of Mechanical Engineering (Honours) from McGill University.



### **Frank Bleisteiner**

Senior Director, Production Engineering, Siemens. Frank has been with Siemens for 13 years. He leads strategic digitalization, disruptive technologies, PCBA standardization and new product and equipment implementation. Prior to his current role, he drove, moderated and coach digitalization projects in the Plant Management Assignment Program. Before that, he served as Head of International Operations & Consulting, where he led Manufacturing for Digital Factory, Factory Automation, the division initiative “lean digital factory”, digitalization consulting for external customers, and digitalization strategy for Digital Factory, Factory Automation.



### **Alastair Orchard**

Vice President, Digital Enterprise, Siemens. With more than 20 years of experience, first as a manufacturer and then with Siemens, Alastair Orchard has focused on the gains in operational efficiency that Advanced Automation, MES and MOM delivery. He now focuses on Industry 4.0 and the consumerization of manufacturing. Alastair currently leads a global team running the Digital Enterprise Project to help customers take advantage of the synergies possible between product ideation, realization and utilization through the digital transformation of their business processes. Alastair holds an engineering degree in chemical engineering from the Loughborough University of Technology in the U.K.

## FAQs

### Do we need to sign NDA before participating?

The philosophy for TSRC events, and for this workshop, is for participants to come prepared to openly exchange ideas and insights without the need for NDAs. If this is a concern for you, please contact Bill O'Neill, Siemens Head of Digital Enterprise, Americas at 781-956-8922 or [william.oneill@siemens.com](mailto:william.oneill@siemens.com).

### What is the cost for the workshop?

Working with TSRC, the workshop sponsors have mitigated costs - there is no cost to attend. All scheduled meals, meeting facilities and organization are included. Lift tickets and ski rentals (downhill or cross-country) are also included for use during the extended break Wednesday. Hotel and transportation to and from Telluride is not included.

### Registration process

You must set up an account in order to begin the registration process. For any questions on registration or lodging, please contact [Sara Friedberg](#) at TSRC Lodging Coordinator [sara@telluridescience.org](mailto:sara@telluridescience.org) 970-708-0622. Register [here](#).

- Account setup: Click the red "Register" button at the top of the page to create your account.
- Begin registration: Click the red "Register" button again at the top of the page. Accept the terms and click the red "Register Now" button below the terms selection box.
- Workshop choice: Please select the "Telluride Innovation Workshop: Insights into the Future of Industry—Implement Now!" to register. Tip: in order to proceed after selecting the workshop, scroll down to the bottom of the list of workshops in order to see the "next" button.

### Lodging—special early bird pricing for our attendees

TSRC has reserved a special workshop room block and secured group rates at the historic New Sheridan Hotel in downtown Telluride. The rate is \$280/night. This hotel will be a base for group activities. Participation in the group room block is recommended but not required.

All participants who secure lodging through TSRC will receive a \$100 discount when registering prior to the **Early Bird Deadline, Friday, November 25, 2019**.

### Where do I fly into?

Fly into Montrose Airport (MTJ). It is the most reliable airport and about 90-minutes to drive to Telluride. It's generally more affordable to book your flight sooner rather than later.

### How do I get to Telluride from the airport?

We recommend taking Telluride Express to and from the airport, as parking in Telluride is very limited and everything is within walking distance. Please reference TSRC when calling 970-728-6000 or use promo code "TSRC" online at [tellurideexpress.com](http://tellurideexpress.com) to get a 10% discount.

### Are Lift tickets and equipment rentals included?

Yes, if you plan to go downhill or Nordic skiing, please contact Cindy Fusting at TSRC. She will coordinate lift tickets and all equipment rentals. It is best if you can get your equipment the afternoon before you plan to ski to optimize your time on the slopes.

### Are there skiing options for everyone?

Telluride offers exceptional options for people of all skill levels, with the best views anywhere in the Rockies! For more information visit [www.tellurideskiresort.com](http://www.tellurideskiresort.com) or [Telluridenordic.com](http://Telluridenordic.com).

### Are there other options for people not planning to ski?

There are many great options including hikes to Bear Creek or Bridal Veil Falls, walks on the valley floor, snow biking, relaxing in a coffee shop, and more. Anyone on the TSRC staff will be happy to discuss your interests and provide assistance.

**About MxD**

MxD enables U.S. manufacturers to begin making every part better than the last. It is a goal far too big for any one company to solve on its own. It requires production lines to be embedded with software and sensors, and hooked up to the cloud. Only with this ability to send and receive data can the equipment improve itself and learn from every part produced in real-time.

The most lucrative opportunities of the future will involve digitally powered manufacturing. Innovative manufacturers turn to us to forge that future.

**About LIFT**

LIFT, operated by the American Lightweight Materials Manufacturing Innovation Institute (ALMMII), is a Detroit-based, public-private partnership leading the development and deployment of advanced lightweight materials manufacturing technologies, and implementing education and training initiatives to better prepare the workforce for today and for the future. LIFT is one of the founding institutes of Manufacturing USA, and is funded in part by the Department of Defense with management through the Office of Naval Research.

**About TSRC**

TSRC was founded in 1984 as an incubator for molecular science and has become the world's largest independent molecular science center. The new ideas discussed at TSRC drive advancements in energy generation and storage, biomedical science, water technologies, atmospheric research, computing, and the development of advanced materials. Note that the "Future of Industry" event is the first of its kind for TSRC, as the center expands its scope beyond hard molecular science to exploring broader challenges for industry.

TSRC advances knowledge and discovery by creating an environment that facilitates communication, collaboration, and creativity. TSRC workshops are unique in the fact that small groups of 25 people or less are encouraged. Talks are more about stimulating a discussion around new ideas rather than getting through the entire presentation, and time spent outside the meeting room discussing new ideas and building new relationships is equally important.

**CONTACTS:**

Siemens PLM Software  
Bill O'Neill  
william.oneill@siemens.com  
781-956-8922

Siemens DI marketing  
Karen Kasik  
karen.kasik@siemens.com  
470-709-3641

Sara Friedberg  
TSRC Lodging Coordinator  
sara@telluridescience.org  
970-708-0622