



Changing the Game with Industry 4.0 in the Intelligent Enterprise



Special Edition Series of
Coffee Break with
Game-Changers

with your host **Bonnie D. Graham**



Changing the Game with Industry 4.0 in the
Intelligent Enterprise
Thursday at 6 AM Pacific /9 AM Eastern
**September 24th 2020: Industry 4.0 and The Next
Generation of Mobility for Riders – NOT
Drivers!**

The buzz: “Next Gen Mobility: Some people say it’s all about the journey...Anyone who can successfully implement a change in the way we use our automobiles will transform our society, and will likely reap considerable rewards...” (journal.businesstoday.org). “By 2030, the automotive landscape will be defined by more sustainable, safer and convenient ways of moving around...” (www.te.com) The next generation of mobility is for riders, leveraging technology to design new ways to make time spent between places more useful, social and fun. And Industry 4.0 plays a key role from the design of smart au

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Featured Guests



Bruce Baumgartner
Bruce Baumgartner, Vice President, Procurement Strategic Partnerships, Zoon, leads the strategic sourcing and third-party relationship management for all direct and indirect materials and services, CapEx, operations and charging infrastructure, as well as Zoon supplier quality. Prior to joining Zoon in June 2016, Bruce led a team at Apple responsible for strategic sourcing and global supply management for various semiconductor and optical components and subassemblies touching all Apple hardware products. Bruce began his career as a U.S. Navy Intelligence Officer, serving in various tactical and strategic roles, including those on board two forward deployed carrier strike groups, a joint spec

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Tobias Hoffmeister
Tobias Hoffmeister is a Partner at MHP – A Porsche Company, the leading global management and IT consulting company in mobility and manufacturing. As President & CEO of MHP Americas based out of Atlanta, Georgia, he and his team focus on the Americas region, supporting clients from various industries on strategy, management and digitization related consulting topics. Over the past 15 years Tobias has worked for several leading global strategy and management consulting firms across Europe, Asia and North America. Completing projects in 10+ countries, he has supported clients on a wide variety of business challenges ranging from strategy development and digital transformation to manufacturing

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Tom Madonna
Tom Madonna is the Industry Executive Advisor for Automotive at SAP. He is responsible for assisting clients to understand their business processes, to adopt technology to assist them through their transformation, and finally to achieve the finance outcomes to be successful. He works with all of the segments in the Automotive industry from the OEM, suppliers, retailers, dealerships, and fleet operators to address their business needs from product development to product delivery and service. He has spent the last 34+ years in consulting and technology adoption at some of the largest system integrators in the world and has a proven track record of success.

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