

DIGITAL MEETS CHEMICAL: INNOVATE OR EVAPORATE

CME Luncheon/Webcast • Wed. January 10, 2018 • Penn Club

Abstract

At a time when the post-Cold War progress fueled by competitive markets, globalization, and innovation has lost some luster, global growth is shifting, disruption is accelerating, and societal tensions are rising. Confronting these dynamics will also help you craft a better strategy and forge a brighter future.

While the globalization of digital products and services is surging, traditional trade and financial flows have stalled, moving us beyond globalization.

Digitization, machine learning, and the life sciences are advancing to redefine what companies do and where industry boundaries lie. We're not just being invaded by a few technologies but experiencing a combinatorial technology explosion. Ensuring alignment between a company's digital and its corporate strategy is one of the factors differentiating winners and losers – a reminder that leading today requires tough choices about big, disruptive forces.

What are the major opportunities from digital in chemicals, and what must leaders do to capture them? Digitization is enabling competition that pressures revenue and profit growth. It also is creating ways to improve performance through supply-chain, product, process, and service improvements. Digitization could improve EBITDA margins 8 – 13 percentage points and thus create as much as a trillion dollars in value for the chemical makers worldwide.

Companies can use advanced analytics to extract management-relevant information from the large amounts of unstructured data that they generate. This information can then be used to improve how plants are run and to make better-informed and speedier decisions across the full range of a chemical company's business processes. In the wider world, the chemical industry is an essential supplier to myriad of other industries, and so digital change is in turn translating to opportunities and challenges for chemical companies.

Join us for a discussion on digital and the chemical-industry value chain dynamics and the patterns in its end markets, how digital could affect business processes, and the innovative business models that industry leaders must adopt to not just survive but thrive in this fast-changing environment.



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Speaker: Ezra Greenberg, PhD, is a Senior Expert in McKinsey's Center for Advanced Analytics in Strategy, Corporate Finance, and Macroeconomics. Ezra helps clients build a deep understanding of the macroeconomic forces driving the global economy and translate these insights into actionable business and investment strategies. He was a Senior Fellow at the McKinsey Global Institute, and helped create in 2008 the Center for Managing Uncertainty where he led the development of strategies for the global crisis. Ezra worked for three years at the world's largest hedge fund, Bridgewater Associates. Prior to joining McKinsey & Company in 2000, he was a Principal Economist at IHS Global Insight (then Standard & Poor's DRI). Ezra holds a BA in economics from McGill University and a PhD in macroeconomics at University of Maryland, College Park.



Event Schedule

Location:

Penn Club
30 W 44th Street, NYC

Event Times: (ET)

11:15 am - 12:00 noon

Registration and
Networking

12 noon - 1 pm Luncheon

1 pm - 2 pm Talk - Webcast

Luncheon Fees

\$120 for non-members

\$90 for members

Check for Early-bird savings

Webcast : \$30

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Speaker: Soenke Lehmitz, PhD, is a Senior Partner with McKinsey where he uses his extensive expertise in business-to-business (B2B) marketing and sales to advise chemicals clients on all topics related to pricing, sales and channel management, sales-force organization, capability building, and strategy. Some of his recent client projects include supporting several specialty-chemicals players on holistic commercial-transformation programs that addressed the full spectrum of marketing and sales levers, including strategic marketing, pricing, sales-force excellence, and customer management. In addition to his client work, Soenke helped develop Periscope, McKinsey's B2B sales performance-management tool. Prior to joining McKinsey, he worked with Goldman Sachs in M&A general advisory and with BP in their civil engineering division. Soenke has a background in Industrial Engineering (Dipl.-Ing., Technical University Berlin) and International Management (Dipl.-Kfm., ESCP-EAP, Paris, Oxford, Berlin); and he holds a PhD (Dr. Ing.) from Technical University, Berlin.



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Speaker: Sam Samdani, PhD, is a Senior Expert at McKinsey's Chemicals & Agriculture Practice where his responsibilities include leading the specialty chemicals service line in the Americas and bringing thought leadership across a range of complex knowledge domains to clients active in the various segments of advanced materials and downstream/specialty chemicals markets. He also enjoys the privilege of helping clients reset their all-too-human intuitions about value curation – not just value creation – opportunities by combining a select few disruptive technologies at the intersections of the worlds of bits and atoms, e.g., 3D printing, internet of things, nanostructured materials, next-gen genomics, and data-driven advanced analytics and algorithms for machine learning. Prior to joining McKinsey in 1995, Sam worked at McGraw-Hill as an Associate Editor with Chemical Engineering, a monthly technical publication covering developments in chemical and allied process technologies and government regulatory affairs. He received his BS in chemical engineering from Yale University, and his PhD in chemical engineering from the University of Rochester.