

»» The people behind the steering wheel of digitization

This week, from the 21st to 26th of September 2020, a huge event called [European Digital Week](#) is taking place. As with most events in 2020, it will take place remotely. With a packed agenda the program is made up of 16 conferences with 382 speakers from 78 countries, this might seem like an ambitious plan – but with digital adoption moving at an unprecedented rate, it's more important than ever to get the community of change makers together.

Thinking of digital innovation and technology in general one perhaps thinks of the stereotypical nerd. However, digital innovation and technology is much more than exploring the latest geeky tech. The people that drive innovation are much more focused on high impact outcomes and instigating real, meaningful change.

The European Digital Week addresses the challenges involved in driving digitization in the enterprise space with topics under review like cybersecurity, automation, Big Data, Machine Learning and Artificial Intelligence (AI). With these rapid advancements and the impacts felt on the business, new profiles are increasingly in demand to approach the challenges that come with this change. To keep up with the constantly evolving Internet of Things (IoT), an interdisciplinary approach is more valued and highly-diversified teams are becoming increasingly important.

Why? To be effective, digitization needs to be considered from an interconnected global point of view. This is especially the case in global supply chains, which are changing faster than ever. However, the willingness to adopt new innovations in the supply chain has been slow. Change agents who are adaptable and can rapidly add to their skills and perspectives are needed. In an industry where diversity has long been cherished and business interests are cross-national by nature, it's more important than ever to ensure international harmony in the adoption of industrial IoT. To do this we must prioritize communication, cultural alignment and definition of standards that are built around customers interests.

As the logistics space wakes up to the demands and possibilities now open, quality, usability, efficiency and safety must be prioritized over pure cost. Hardware must be able to connect wirelessly to a broad range of sensors, gateways must be IoT platform agnostic and multiple use cases need to be addressed under one solution architecture. Questions over data ownership, data veracity and accessibility must be addressed.

Strong personalities with multiple languages and a background in diplomacy can ease the transition considerably and make sure conflicts resulting from misunderstandings and asymmetries in objectives are minimized.

New generation of Supply Chain Leaders must embrace diversity

Diversity is one of the greatest strengths a company can have. One example, who is speaking at the European Digital Week, is Marianna Levtov from the Swiss company Nexxiot. Originally from the Soviet-Union, Marianna Levtov grew up in Belarus and Israel and ended up in the diplomatic sector with roles in Germany, Asia and around the world. Speaking multiple languages including Russian, Hebrew, European Languages and Mandarin, she is able to handle global standards committees as convenor for ISO and sits on multiple associations working groups to ensure seamless global supply chain operability with the right digital tools to enable trade for the next phase.

Marianna, who is a Commercial Project Manager at Nexxiot, says: "It's important that we support high quality technology choices that align with the interests of diverse stakeholders and participants across the supply chain all around the world. This will facilitate the drive for sustainability and accountability amongst supply chain participants. I work with people from all cultures to support the process and make sure we can ultimately deliver that value through to the cargo owners and end consumers. What we need more than ever, is to support diverse teams with different backgrounds, to manage communication between the different mindsets and enable adjustment to constant improvements and innovation."

Marianna Levtov's diverse experiences and education are a typical example of the new skills needed to ensure the industry remains agile and competitive as disruptive new business models become the norm and the risk of being outmaneuvered becomes ever more real. The New Silk Road, the changes in flow in trade, the evolution of global geopolitics around more populist agenda's, all require new levels of transparency and control to mitigate risk and continue to create the innovative products and services that the logistics space desperately needs.

About Nexxiot:

Nexxiot AG, headquartered in Zurich, Switzerland, is a pioneer and industry leader in the development and delivery of digital supply chain management solutions for the railway and cargo industry. The company is a thought leader in the areas of big data algorithms, artificial intelligence and machine-learning, geofencing and ultra-low power embedded sensor technology. It operates a dedicated logistics cloud with more than 3 billion global data points to allow its customers to take real-time decisions on any cargo or rail wagon. Employees from over 19 countries contribute to the success of the company. In addition to its headquarters in Switzerland, the company operates in Germany, the USA and is pursuing a global growth strategy.

For more information, visit www.nexxiot.com

Press contact:**Nexxiot AG**

Daniel MacGregor

T: +41 796711365

daniel.macgregor@nexxiot.com

