



Pierfrancesco Manenti,
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Pierfrancesco Manenti leads the IDC Manufacturing Insights research practice in EMEA and is the global lead for the Operations Technology Strategies advisory service.

In his role, Mr Manenti provides insights, consulting and advisory support to leading manufacturers and specialty IT vendors into the key challenges and trends affecting manufacturing industries, including Automotive, Machinery, Wearing Apparel/Fashion, CPG, and High-Tech – with a particular attention to the EMEA region.

Among the process domain areas, Mr. Manenti specializes in Manufacturing Operations, Supply Chains, and Product Life-Cycle strategies.

Mr Manenti regularly contributes to the Operations Technology blog on the IDC Manufacturing Insights Community (<http://idc-insights-community.com/manufacturing>) and tweets (@PierManenti) about business and IT issues relevant to Manufacturing Operations, Supply Chain, Product Lifecycle, IT strategies.

A senior executive with about 20 years of industry experience in manufacturing operations and supply chain strategy consulting and IT solutions, as well as product management, marketing, and business development, Mr. Manenti is a thought leader with a strong focus on the business value of technology in manufacturing.

Prior to joining IDC, Mr Manenti spent many years with TXT e-solutions, a Europe-based SCM software vendor, where he held increasing roles and responsibilities, including: industry business unit manager for automotive, business development manager for manufacturing industries, and U.K. operations director.

Manenti has a degree in computer science from Pisa University (Italy).



IDC Manufacturing Insights provides business and IT decision-makers with fact-based research and analysis to inform and support critical business decisions. The global independent research and advisory firm closely follows processes associated with the design, development and distribution of goods across markets including Discrete Manufacturing, Process Manufacturing, High Tech/Electronics Manufacturing, Consumer Packaged Goods and Retail. Manufacturing Insights' research and analysis is critical for end-users, as well as hardware and software vendors, service providers, and purveyors of IT outsourcing. Founded in January 2005, Manufacturing Insights is headquartered in Framingham, Mass. Visit www.idc-mi.com for more information.