



***Keynote speaker:***

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***Title of the Presentation:***

**Why is now the right time to start digitalizing electronics manufacturing with an end-to-end holistic solution**

### ***Short CV***

Oren Manor (43) is the Electronics Manufacturing Business Director at Mentor Graphics' Valor Division. Oren joined the Valor Division of Mentor Graphics in 2012 and has served in a number of key business positions including Partner Management and Manufacturing Engineering Business Development. Manor previously served as VP of Sales and Marketing at Signature-IT ([www.signature-it.com](http://www.signature-it.com)), a software company providing data management solutions for industrial companies, and held senior sales and marketing positions at Jungo ([www.jungo.com](http://www.jungo.com)) – a NDS company. He holds a B.Sc. in Computer Science and Economics from Tel-Aviv University. Passionate about technology and an evangelist for automating electronics manufacturing Oren is a frequent speaker at Siemens PLM and industry events. After living in Stockholm, London, Philadelphia and Chicago, Oren resides in Tel Aviv.

### ***Abstract***

In this session we will explore the key global trends impacting the Electronics Manufacturing and PCB Assembly Industry and the challenges that they bring to manufacturers – including the global shortage in components, dramatic increase in PCB complexity, significant increase in New Product Introductions (NPIs) and Product Revisions and decrease in lot sizes up to “lot-size-one”. We will demonstrate why digitalization of the electronics factory is the most effective solution to many of these challenges and why building a holistic end-to-end digitalization strategy can provide the most significant return-on-investment (ROI).