

Ed Marsh to Speak at 2017 Fall Meeting of the Process Equipment Manufacturers' Association

Talk will inspire PEMA® members to recognize risks and seize revenue growth opportunities presented by Manufacturing 4.0

BOSTON, MA, UNITED STATES, August 21, 2017 /EINPresswire.com/ -- [Ed Marsh](#) will present, 'Flourishing Amidst Disruption – Turning Marketing and Technology Chaos into Revenue' at the Process Equipment Manufacturers' Association's (PEMA®) Fall Meeting in San Antonio, TX on September 11, 2017. Meeting participation is open to PEMA® members and invited guests.



PEMA® is the North American trade association for manufacturers of equipment required when using physical or chemical methods for mechanical and/or thermal treatment or processing of a raw material or product. PEMA® members provide equipment to the food, chemical, pharmaceutical, plastics, mining/minerals and other process industries.

"As providers of capital equipment, PEMA® members are the trusted advisors to global manufacturers of the products we use every day. Many of our members have been in business for decades, and some have reached the centenary milestone. Their ability to navigate through change is a key factor in surviving technology and innovation eras," said Steve Ragan, president of PEMA® and president of Sly Incorporated.

Ragan added, "Today's industrial world offers exciting opportunities and big challenges. We're pleased to have Ed help us frame the technology and market changes and map them toward exciting revenue growth opportunities for our members."

Marsh, [professional speaker](#), author, consultant and founder of Consilium Global Business Advisors, works with middle market industrial manufacturing companies on [strategy for manufacturing](#) disruption and capital equipment sales revenue growth.

"I'm excited to speak with the PEMA® members. I enjoy being with equipment manufacturer executives whose companies make machinery that is used in the production of the products we use every day. Manufacturing 4.0 opens up amazing opportunities for industrial companies, but seizing those opportunities requires creativity in navigating rapid market changes and flexibility in business models, product roadmaps and sales and marketing," said Marsh. "Mapping this journey, the risks and the opportunities with PEMA® members is going to be fun."

About Ed Marsh: Ed has 25 years of experience in industrial marketing for manufacturers, sales & management. He's a HubSpot tiered partner and has helped a number of B2B companies achieve revenue growth success by coaching and developing their internal teams using this model. He's a graduate of Johns Hopkins, a former Army Airborne Ranger, NACD Board Director Fellow and member of the Association for Corporate Growth. He's also an experience international businessman

and Export Advisor to American Express's Grow Global program.

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