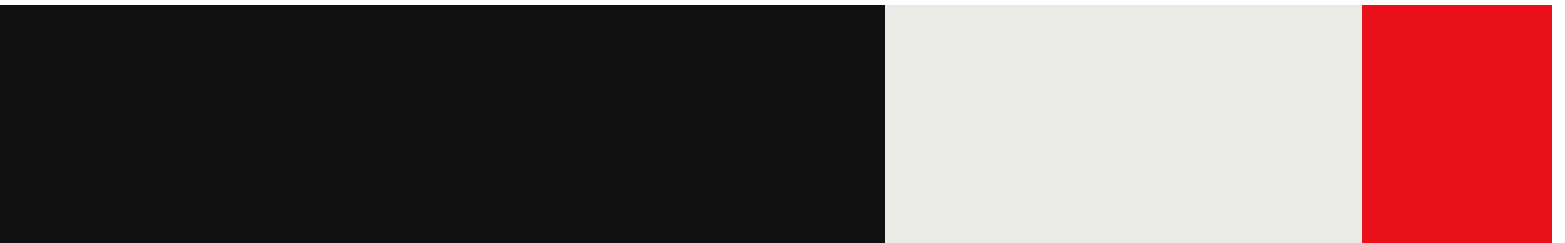


Brand Anatomy: Siemens, Levi's, and thredUP on digital transformation and sustainability

Audio



On today's special edition episode of Brand Anatomy, we get an exclusive look inside three leading brands as eMarketer Briefing director Jeremy Goldman hits the showroom floor of

Web Summit 2021 in Lisbon. At the annual technology conference, Jeremy speaks with chief information officer at Siemens Hanna Hennig, chief AI and strategy officer at Levi's Katia Walsh, and president of thredUP Anthony Marino about how their brands are approaching digital transformation and sustainability.

Digital Transformation Goals Pre- vs. Post-Coronavirus Pandemic According to US Business and Technology Decision-Makers, June 2020

% of respondents

	Pre-coronavirus	Post-coronavirus
Improve customer experience and engagement	72%	68%
Reduce operational inefficiency	48%	47%
Increase speed to market of existing products or services	29%	39%
Bolster cybersecurity	20%	32%
Introduce new products or service	25%	27%
Introduce new business models/revenue streams	27%	22%
Replace or upgrade legacy IT systems	47%	21%
Increase/achieve innovation	28%	21%
Improve talent retention/engagement	11%	15%

Source: TEKsystems, "DX 2020: COVID-19 Edition State of Digital Transformation," July 22, 2020

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