DIGITAL
STRATEGIC FOCUS
2019/22

DAMIAN MADDEN
General Manager - Digital
Where we WERE and Where we ARE

• The digital department started as purely a support/delivery arm for the business.

• We moved from being just the ‘digital’ team into being an integral part of the wider business, providing guidance and expertise across a range of projects/areas.

• The customer landscape/market has changed dramatically and technology is integral to that change. There is an opportunity now for us to help drive further growth for AWI through...
Where we WILL BE

• Weaving technology throughout all of AWI.

• Being the champions of technology and innovation and helping link together the various departments.

• Driving growth and return to growers through providing opportunities to increase the tangible ROI on every project.

• Ensuring the customer is at the centre of everything we do.
Digital Showcase
New Strategic Focus
Sound and secure information, technology and data foundation

Faster and more cost effective delivery of digital products

Better consumer and stakeholder engagement across business

Constant monitoring of emerging technologies and markets
Thank You