



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











Wool



Entities > Emotional Response

Bamboo textiles



Cashmere



Cellulosic



Cotton



Gore-Tex



Merino



Polyester



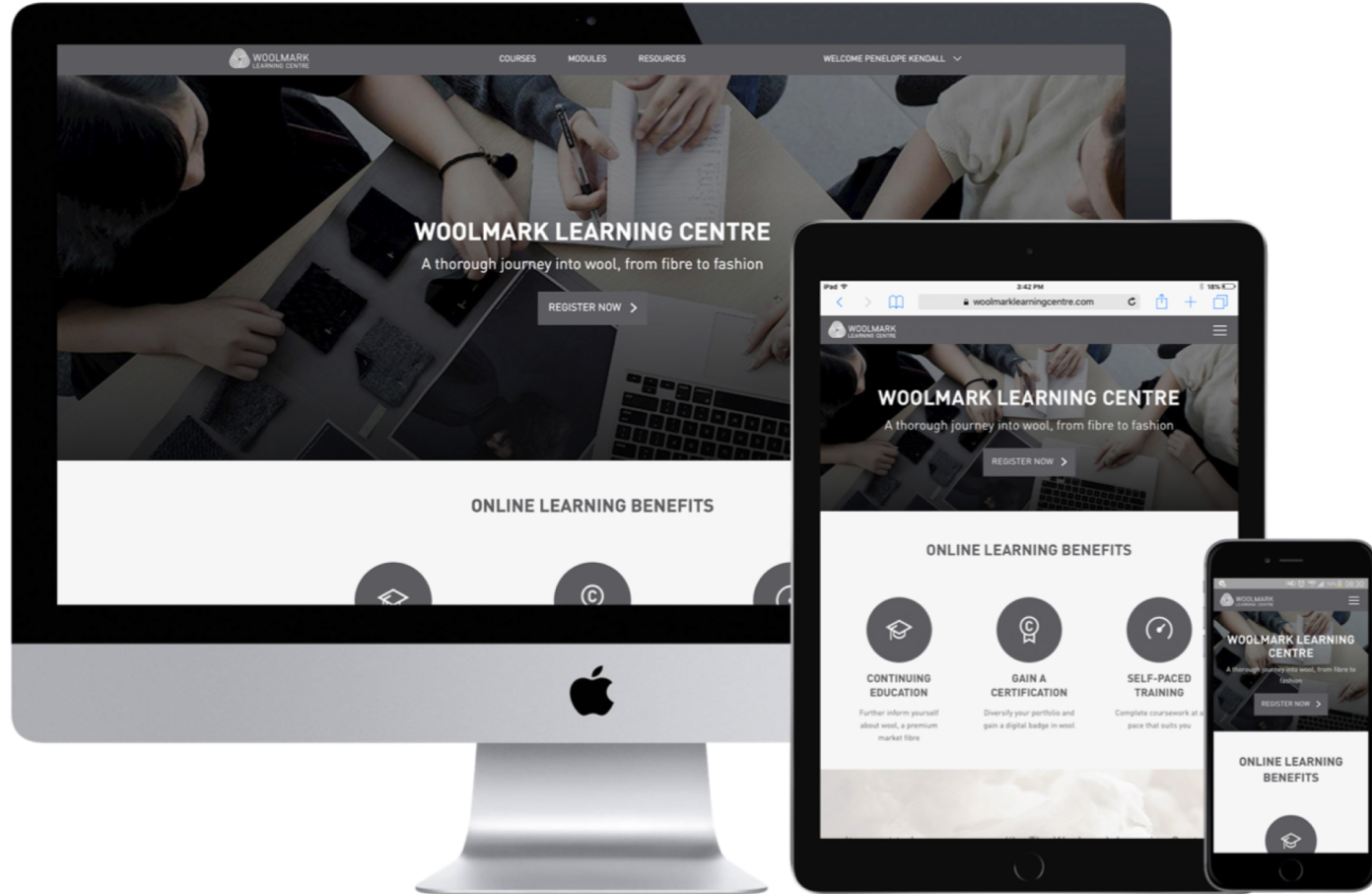
Silk



Synthetic textiles



Wool



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