



ANDREA BELK OLSON

There's a reason Andrea Olson has been featured as a "Center Stage Speaker" at the Advanced Design & Manufacturing Conference 2017 and "Keynote Speaker" for the Wisconsin MEP Advantage Manufacturing Conference. After founding Prag'madik, the industry's first customer-centric business and communications strategy firm, she transformed how industrial companies, professional services firms, technology companies and non-profits use Marketing, Technology, Culture and Communications to gain a competitive advantage. Andrea offers actionable insights for organizational differentiation and growth strategies and her keynote presentations on industrial manufacturing have been deemed transformative by countless event managers and attendees.

WHAT ARE PEOPLE SAYING ABOUT ANDREA?

"I found your presentation informative, inspiring, relatable and more engaging than any keynote I have been to in a long time."

- Heather Smith, Wisconsin MEP Annual Conference, 2017

"Andrea Olson is a leader in both thought and action. She understands how to engage an audience and deliver practical insights through a new lense. She is one of the true keynotes that deliver actionable takeaways. Invest in Andrea if you get the chance - and your audience will love it!"

- Kara Keiffer, Advanced Design & Manufacturing Conference

"Andrea's energy lit up the stage."

- Frank Misceo, UBM, 2017

"Andrea gave a phenomenal presentation. It was great to get a seasoned industry veteran's perspective on the challenges of marketing and differentiation with our audience. Andrea offers a unique approach to improve a company's marketing strategy and get people thinking about it as a strategic investment. I've been doing this a long time, and Andrea passionately helps people and businesses to accomplish great things."

- Bruce McDuffee, Manufacturing Marketing Institute, 2017

"Andrea provided helpful examples and new concepts we can take back and implement at our business. Great speaker and the best session I attended so far."

- Speaker Poll Feedback, FabTech 2016

SPEAKING FEES STARTING AT \$5,000

HONORARIUMS NEGOTIABLE. TRAVEL & PER DIEM COSTS NOT INCLUDED.

AWARDS



AAFCR
"Service Person of the Year"



COUNCIL on FOUNDATIONS

Wilmer Rich Shields Award
"Excellence in
Communications"



American Advertising
Federation ADDY Awards
2 Gold, 2 Silver

FEATURED KEYNOTE SPEAKER



FEATURED CONTRIBUTOR



A portrait of Andrea Olson, a woman with short dark hair, smiling and looking slightly to the right. She is wearing a dark blazer over a grey t-shirt with some text on it. The background is a dense green hedge.

MEET ANDREA

Founder and CEO

Andrea Olson is the Founder and CEO of Prag'madik where she leads a team of business development and communications experts, while overseeing the vision, strategy, and roadmap of the company's growth strategy and brand. Andrea is a nationally-recognized expert and speaker on culture, customer centricity, marketing, and communications, particularly in the industrial and manufacturing space. She has spoken at a number of events across the country, including FabTech, Advanced Manufacturing Expo & Conference, Trustbelt Conference, and the NTMA Annual Conference. Andrea's most recent book, "No Disruptions", provides manufacturing leaders an easy, educational read on how to optimize revenue generation through marketing, branding, and effective technology implementation.

Keynote Description 1

THE CUSTOMER MISSION

For all the industry talk about being customer-focused, few companies are truly are. It's all too easy for organizations to become inward focused and think about their own activities rather than what their customers are going through. This keynote discusses how organizations need to step back from their assumptions and shift their strategies to center on recognizing, responding, and rewarding customer-centric actions and behaviors.

Key Takeaways:

1. Hear about practical examples of real-world successes and failures in changing organizational culture.
2. Learn unique approaches to translating customer engagements into strategic growth investments.
3. Examine sustained, long-term growth and uncontested competitive differentiation approaches.

Keynote Description 2

WHAT'S HOLDING US MANUFACTURING BACK?

There's a lot of talk about emerging technologies, which will change the manufacturing industry landscape. Yet there are many challenges faced by mid-market manufacturers today that limit their growth, ability to secure talent, profitability, and competitiveness. Learn the unaddressed obstacles that are holding US manufacturing back and how to transform your organization and strategically avoid business pitfalls.

Key Takeaways:

1. Examine the business challenges that are hidden to manufacturers that are draining profitability.
2. Identify innovative and no-cost approaches to compete more effectively within contested marketplaces.
3. Learn approaches to transform your organizational culture, increasing employee retention and performance.

Keynote Description 3

ATTRACTING AND RETAINING TALENT IN A MILLENNIAL MARKET

It's a continual challenge to recruit and retain top Millennial Generation talent into the manufacturing and industrial workforce. Learn about the cultural differences and needs of Millennials and how to integrate this new generation into your existing workforce effectively. This session will also cover the essential marketing techniques to attract and retain the right talent.

Key Takeaways:

1. Discover approaches to integrating Millennials effectively into your existing workforce.
2. Identify new and innovative approaches to attract and retain top talent.
3. Examine the differences in communication styles and how technology impacts organizational culture.

Keynote Description 4

10 BUSINESS ASSUMPTIONS THAT WILL KILL YOUR COMPANY

Advances in technology, globalization of markets, and talent wars have all contributed to a new business landscape, where competition can come from left field, and revenue growth can shrivel up overnight. This session will examine the 10 business assumptions that put industrial and manufacturing companies at risk for revenue loss, decreased market share, and possible obsolescence.

Key Takeaways:

1. Define the critical assumptions that companies make, putting them on the path of decline.
2. Examine ways to turnaround internal culture, thinking, and strategy to change organizational growth trajectories.
3. Learn approaches for effectively leveraging marketing and technology to build immediate revenue and compete more effectively.

CUSTOM PRESENTATIONS AVAILABLE

BOOK ANDREA NOW!

Contact Andrea directly to book her for your next speaking engagement.

andrea.olson@pragmadik.com | (319) 321-7396

