



THE INDUSTRIALIST

VIDEO TRANSCRIPT

February 2022

The Industrialist

Inspire.innovate.ignite

Optimistic

**In conversation with
David Crist
SVP & CMO at 3M's Safety and Industrial
Business Group (SIBG).**

What one word describes you best?

One word would probably be maybe optimistic.

Can you tell us more about your approach to data and customer insights? How is this related to your growth agenda?

It is going to be much more around how we can start to engage more with those customers, the channeled customers, the distributors. And I think that's where the opportunity is.

What inspires you the most?

what I'm really excited about is this opportunity to take marketing to a new level of contribution to the company, to make it an equal partner.

Catch the excitement and read the full interview at The Industrialist

www.accenture.com/theindustrialist