



THE INDUSTRIALIST

VIDEO TRANSCRIPT

The Industrialist
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Technologist
Avid Motorcycle Rider
Tenacious Leader

In conversation with
Taren Rodabaugh
Chief Information Officer
at Bridgestone Americas

What one word describes you best?
If I have one word to describe me, I would say tenacious. I am brave enough to try new challenges, but I have a lot of grit in order to get through where there's adversity and be able to pivot where I need to pivot.

How does IT tie into Bridgestone's strategy to become a sustainable mobility and advanced solutions company?
The strategy kind of into three pieces is the way that we think about it. The first piece is modernizing our core. Layered on to that is what we call tire centric solutions. And this is taking our deep knowledge about the physics and the chemistry of the tire and applying that digitally through a digital twin and through its use out in the field

In terms of programs and transformations, what's your top priority?
First thing that's on the top of my list is cybersecurity and information security. It is an area or an environment where the attackers are getting smarter, and they are coming more frequently.

What inspires you?

The time when I've been most motivated and inspired was when I saw teammates helping other teammates and performing at their best because they felt that they owed it to their peers.

Catch the excitement and read the full interview
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