



The Industrialist

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The Industrialist

Inspire.innovate.ignite

Passionate

In conversation with

William Ruh

Chief Executive Officer

Lendlease Digital

What one word describes you best?

Passionate. Passionate. I think that that's that really describes, you know what I anything I'm engaged with, you know, I throw my full self into and feel very passionate about it.

What are you trying to achieve with Podium? How do you see it transforming the construction industry?

I think the property market, that whole world is about to be transformed. This is the least digitized industry on the planet, and it makes up 40% of the world's GDP.

What I'm extraordinarily passionate about is Podium Property Insights. And this one is about how do you take all the data about space and deliver new outcomes to people in that space.

Lendlease is committed to achieving net zero on carbon by 2025 and absolute zero by 2040. What's the role of digital technologies in achieving this, particularly digital twins?

A digital twin is really going to be the center point of a lot of value creation of analytics and machine learning. It is the combination of what's necessary to solve this problem, but not just the sustainability. It's there to solve any complex system problem.

Catch the excitement and read the full interview at The Industrialist

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