



DIGITAL TRANSFORMATION MANAGER

## **DITRAMA – DECEMBER 2019**

PRESS NOTE #2

### **"DIGITAL TRANSFORMATION MANAGER" FOR FURNITURE INDUSTRY: SURVEY ON THE SKILLS REQUIRED FOR A NEW PROFESSIONAL PROFILE**

**DITRAMA project, co-financed by the European Commission within the Erasmus + Program, aims to define the set of skills, knowledge and competence of new professional figure of Digital Transformation Manager for the furniture supply chain.**

#### **The investigation methodology**

Based on these final objectives, the project at the beginning, defined the main skills required of the Digital Transformation Manager.

The first phase of the project involved **144 experts** from all over Europe, to participate in an in-depth online interview, consisting of multiple choice questions:

- Technical and Industry 4.0 Technologies skills
- The Non-technical skills and
- The biggest barriers for implementing Ind. 4.0 in furniture industry

The experts were selected in order to obtain a **representative panel** both by geographical origin and by occupation, divided between:



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- 1) Furniture sector employers and employees,
- 2) VET (Vocational Education and Training) / HE (Higher Education) professionals
- 3) Industry 4.0 technology experts.

### The results of the investigation

The results are presented grouped into three macro objectives initially defined.

- 1) The first cluster of questions defined the priority technological skills for the new figure of the Digital Transformation Manager.

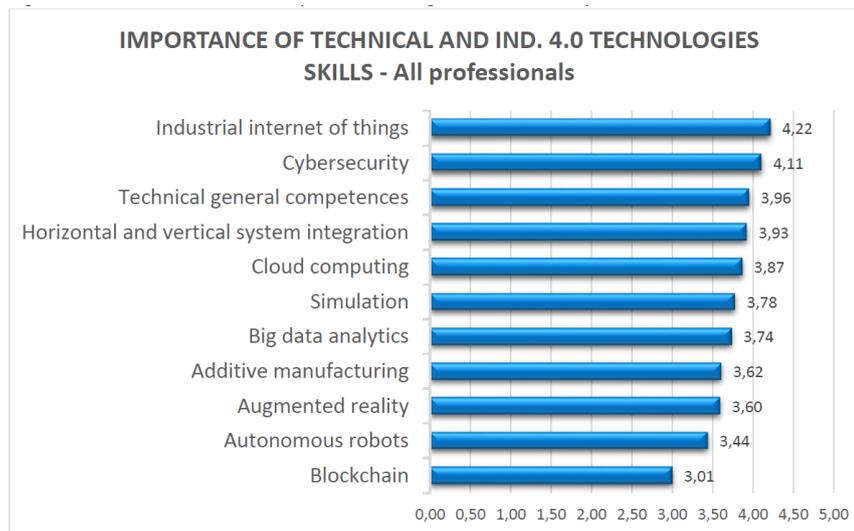
Within a range of different technologies, two emerged with particular relevance and urgency to guard: **Internet of Things and Cybersecurity.**

In the opinion of the experts interviewed, the digital connection between machines and objects and the protection of the safety of digital equipment within the company are two priorities on which the competence of the Digital Transformation Manager must be focused immediately.

As can be seen from the graph, with the exception of the Blockchain – probably still far from the daily activities of the companies or not well understood in its developments in favour of the traceability and anti-counterfeiting of the product – all the technologies indicated in the questionnaire are considered relevant.



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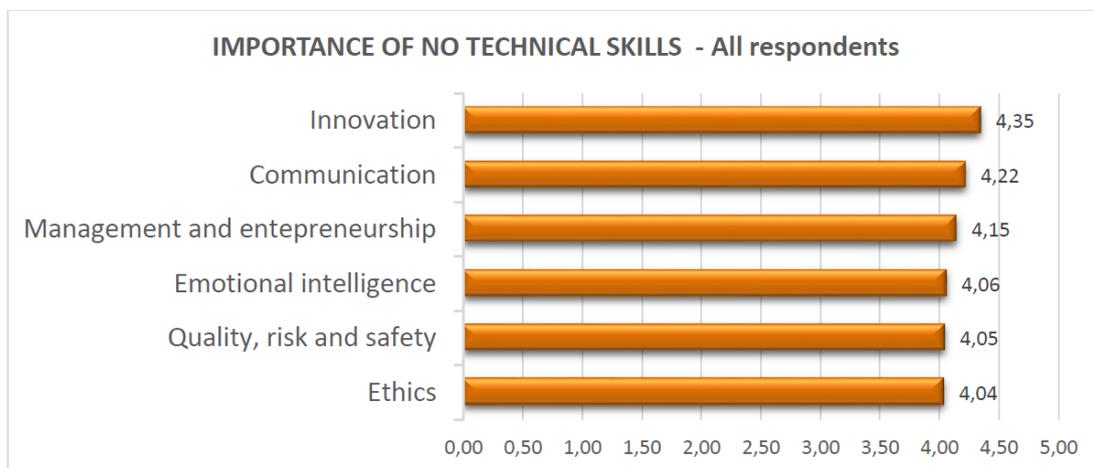
- 2) The second cluster of questions investigated which non-technical skills are considered relevant to complete the profile of the Digital Transformation Manager and the respective degree of importance.

Respondents considered all the listed skills necessary to guide the digital transformation processes within the company, underlined the priority of three of these: sensitivity towards innovation – understood in a general way -, communication skills and managerial and self-entrepreneurial skills. Emotional intelligence, sensitivity on the issues of quality management, risk and health and safety at work and strong ethical orientation complete the professional profile.



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In the graph the detail of the answers.



- 3) Third cluster of questions was aimed at identifying the main barriers to the implementation of technologies related to Industry 4.0 and to the processes digital transformation in companies belonging to the furniture sector.

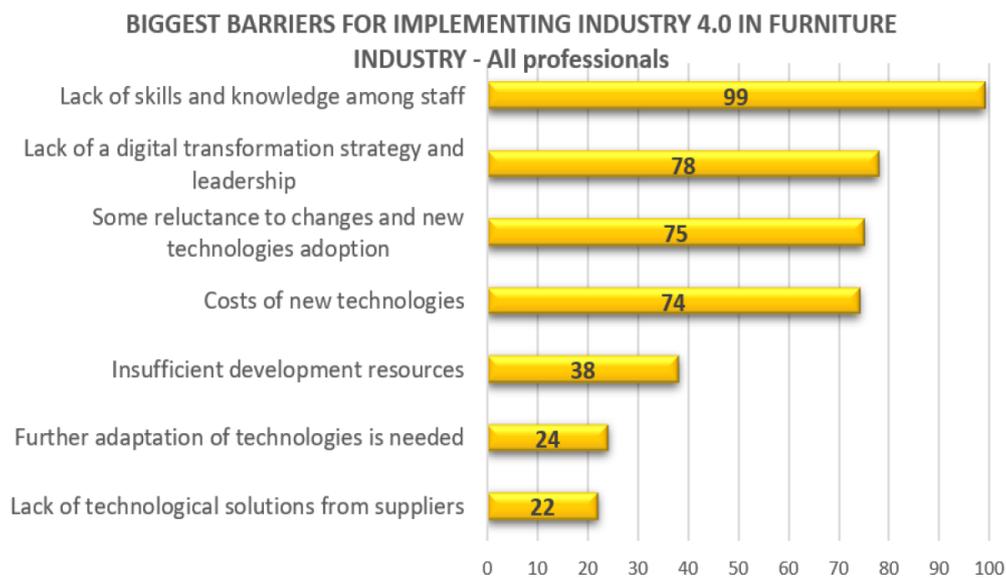
Unlike the previous answers, the results are very polarized.

The main barrier is **the inadequacy of current technological knowledge and skills within the company**, combined with a **weak strategic vision** inherent in planning digital transformation.

These barriers emphasize the need not only for the specific definition of a professional figure who has organic responsibility for the digital transformation of business processes – today very often fragmented between offices and different roles –; but also a **strong demand for education and specific training**.



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The adequate training of professional profiles able to effectively guiding the digital transformation of European furniture companies is a recognized urgency, to which DITRAMA project wishes to respond through the development of a multimedia and interactive **MOOC (Massive Open On Line Course)**, open to anyone wishing to explore this important issue.



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### The Project

The 36-month project sees the collaboration of **12 partners**, from 8 different European countries, and a representation of the world of the **university, business, applied research** and **professional training**.

#### Project leader:

[CENFIM – Centre de Difusió Tecnològica de la Fusta i del Moble de Catalunya](#) (La Sénia – Spain)

#### Partners

[Aarhus Universitet](#) (Aarhus – Denmark)

[Woodwize](#) (Brussel – Belgium)

[CETEM](#) – Centro Tecnològico del Mueble y la Madeira de la Region de Murcia (Yecla – Spain)

[U.E.A.](#) – European Furniture Manufacturers Federation based in Prague (Czech Republic)

[AMIC](#) – Associació Agrupació Moble Innovador de Catalunya (La Sénia – Spain)

[CFPIMM](#) – Centro de Formação Profissional das Indústrias da Madeira e Mobiliário (Lordelo – Portugal)

[FederlegnoArredo – Federazione Italiana delle industrie del legno, del sughero, del mobile, dell'illuminazione, dell'arredamento](#) (Milano – Italy)

[OIGPM – Ogólnopolska Izba Gospodarcza Producentów Mebli](#) (Warsaw – Poland)

[Método Estudio Consultores](#) – (Vigo – Spain)

[HOGENT](#) – (Gent – Belgium)



Co-funded by the  
Erasmus+ Programme  
of the European Union



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[Universitatea Transilvania din Brasov](#) (Brasov – Romania)

**More info:**  
[www.ditrama.eu](http://www.ditrama.eu)

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