



marketing communications

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HOW HAS BUILDING CUSTOMER RELATIONSHIPS CHANGED IN THE PAST 2 YEARS?

It is still a people to people skill. Listening, answering and exceeding expectation. The biggest difference is that there are now many more channels on which we can engage with customers. We have to be prepared to meet the customer demand on the channel of their preference.



WHAT'S THE BIGGEST CHALLENGE YOU WILL FACE IN YOUR JOB IN 2023?

Recovering from the Covid issues across the world. The Supply Chain recovery is still challenging but improving. Managing our employee engagement in a post pandemic world will also be a priority.



WHAT'S IT LIKE BEING A BEARS FAN?

Like all sports I watch, I like seeing athletes improve and overcome challenges. The Bears have so many opportunities to improve!