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## **What do you see as the number one change in product innovation and development over the next two years?**

It's the digital transformation of design, R&D, engineering, and development, leveraging third platform technologies to extend collaboration internally and externally with ecosystems to multiply innovation. There is a lot of interest from manufacturers in applying AI and machine learning, analytics, AR/VR, digital twins, and cloud to enable this process across a diverse, global team, as well as accelerate time to market, ensure product and customer experience quality, and proactively manage the product lifecycle. Manufacturers across industry, whether they are large enterprises or SMBs, realize they must fundamentally change the way they have historically designed, developed, and commercialized products, to maintain competitiveness, target new markets, and meet dynamic customer demand.

## **Is there a typical day on your job?**

At IDC, we work closely with vendors, end users, and data from primary research that is regularly conducted. On any given day, I have a mix of vendor and end user meetings, client inquiry, and qualitative and quantitative research I am addressing across multiple hot topics related to product design, innovation, R&D, and engineering. These segments of information complement and enrich the research I write and consulting projects I support with our clients. Of course, face to face travel to clients, meeting with my research colleagues, and attending and participating at industry events is another important part of the work I support in my product innovation strategies practice.