



Pierfrancesco Manenti

EMEA Research Director, Manufacturing Insights

Pierfrancesco Manenti is the EMEA research director for Manufacturing Insights.

In this role he provides insight into the key issues and trends affecting the manufacturing industry verticals in Western Europe, including discrete manufacturing, process manufacturing, automotive, CPG, and Supply Chains.

Manenti has developed strong market experience in understanding industry-specific process challenges and vertical-specific technology trends in order to provide strategies on IT demand from both the end-user and vendor perspectives.

He analyzes and anticipates key trends in industry-specific business process challenges, forecasts IT strategies and spending in specific sub-verticals in Western Europe, and provides consulting and advisory support to end-user organizations as well as IT vendors.

Manenti comes to Manufacturing Insights with 15 years' business experience spanning the functional disciplines of business development, business unit management, supply chain and demand management strategies and implementation, customer support, and accounting processes.

Prior to joining IDC, Manenti spent more than 10 years with TXT e-solution, a Europe-based SCM software vendor, where he held increasing roles and responsibilities, including industry business unit manager for automotive, business development manager for manufacturing industries, and U.K. operations director.

Manenti has a degree in computer science from Pisa University (Italy).