



**March 25<sup>th</sup>, 2021**  
**LASCT Educational Zoom Webinar**  
**“Let's Get Digital”**

In this presentation we will discuss how digitalization will shape the coatings lab of the future. In order to dive deep, we need to understand the current digital transformation occurring within the coatings industry and define key terminology such as digitalization vs digitization, machine learning, AI, cloud, etc. With that foundation, we will discuss the strategy and digital tools needed to create the lab of the future. Lastly, we will see how the adoption of digital will become a requirement for new product development. We will also answer some of the common questions: Are robots going to take my job? Do I even need to think if a computer does it for me? Will this really speed up product development and how? Where do we get started?



- **Greg Williams, Ph.D., Research Fellow at Behr Paint**
- **Webinar Date: March 25<sup>th</sup>, 2021**
- **Time: 11:00 AM - 12:00 PM, Pacific Time**

Greg Williams is a Research Fellow in the Applied Research group at Behr. In his current role, Greg leads a team of researchers working on long term technology development projects, with a focus on enhancing existing products and creating platforms to build new products upon. During his time at Behr he has contributed to the launch and upgrades of numerous key product lines and generated several patents. Recently, he has been dedicating a substantial portion of his time to the digitalization of the R&D lab.

Greg joined Behr in 2013 as a Postdoctoral Chemist. Prior to Behr, Greg earned a doctorate in organic chemistry with an emphasis in materials science from the University of California, Irvine. He earned a bachelor's in chemistry from California Polytechnic State University, San Luis Obispo.

**Free to LASCT Members. For non-members, please see below for registration fees.**

**Email LASCT to sign up no later than Mar 24, 2021 to get your webinar link at: [LASCT@earthlink.net](mailto:LASCT@earthlink.net)**

- \$0 – One LASCT member registration for this online seminar.
- \$27.50 - One Non-LASCT member registration for this online seminar.
- \$55.00 – LASCT membership which includes free online seminar and free future online seminars.
- \$100.00 – LASCT non-member 5 pack registration for online seminars.