



Defining Today's
Technology Standards;
Empowering Tomorrow's
Solutions.

Women of AIDC: Elise Furlan, President, People & Legal - North America, Compliance Officer, SICK Sensor Intelligence

Hear from [Elise Furlan](#) as she discusses how her past experiences prepared her for her current role, the origin of [SICK Sensor Intelligence](#) and how the company has developed over the past 75+ years and the advice she has for women in the industry.

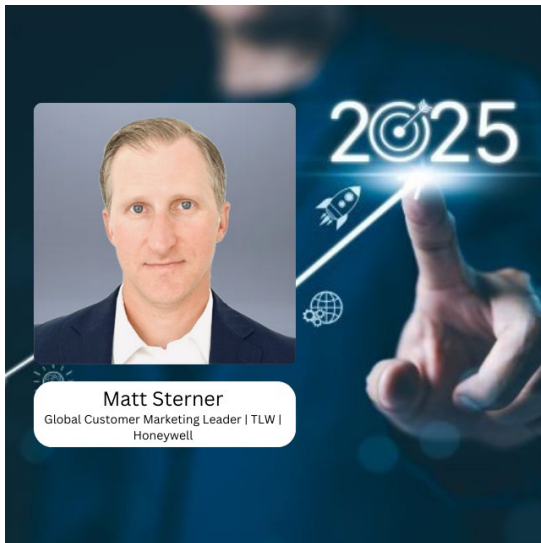
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2025 Outlook and Predictions Spotlight

Nearly two dozen of the most respected thought leaders in the industry offer their predictions on what's in store for 2025. In the upcoming months, an executive will be spotlighted in each issue of the *AIM Insider*. As you read through these commentaries, you will note, of course, the current economic situation is addressed along with insights into how the industry can work together.

[Matt Sterner](#), Global Customer Marketing Leader - TLW at [Honeywell](#), discusses how solution providers can capitalize on opportunities driven by the e-commerce boom, real-time asset monitoring, and IoT integration, as the AIDC market grows in



2025.

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Take Part in Our Industry Direction Report Survey

AIM seeks your input. Completing the survey, which takes 5-7 minutes, will enter you for a chance to win a \$100 Amazon gift card, with responses kept anonymous and the deadline set for **February 28**.

If your organization is a technology user of AIDC technologies,
please take this survey:

[User Survey](#)

If your organization distributes, integrates, or resells AIDC technologies, please take this survey:

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Spring into Advancing Your Industry Knowledge



Holtsville, NY | 9-10 April



Chicago, IL | 16 April

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AIM Blog - AIM Launches Women of AIDC Industry Group: Empowering Women, Building Community & Leading Change

Bethany Deane, AIM Global

The world of AIDC is evolving rapidly, and with it, AIM wants to celebrate and move forward with further embracing diversity and inclusion. That is why AIM launched the [Women of AIDC Industry Group](#)—a dedicated initiative to celebrate, support, and empower women in the AIDC sector.

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[TOTEM](#) helps industry stakeholders ideate and execute innovative business models and technologies that automate and revolutionize supply chain data exchange. We empower stakeholders with data sovereignty, driving efficiency, transparency, and trust across the supply value chain.

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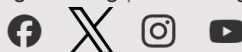
A2B Tracking

AIM

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AIM is the trusted worldwide industry association for the automatic identification industry. For more than 50 years, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies. AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. Member benefits include education, advocacy, and community, as well as a role in creating industry standards through collaboration. Visit www.aimglobal.org.

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