Snowflake for Manufacturing:
Master Data, AI, and Applications That Deliver Value

Complimentary Webinar

TRIFECTA

January 21, 2027

Manufacturers generate massive data across ERP, MES, PLM, and plant-floor systems, but turning it into action remains a challenge.

This complimentary webinar will show how Snowflake, as a governed master data foundation, powers AI applications such as predictive maintenance, root cause analysis, quality control, and energy optimization. Learn how to capture tribal knowledge, guide work on the floor and drive continuous improvement.

- Jan. 21, 2027
- 10:00 AM – 11:30 AM
- Complimentary Webinar
- Virtual via Zoom
- Registration is required: mrcpa.org/events

Times subject to change. Visit mrcpa.org/events for current details.

Webinar Highlights



- Learn how to create a single, trusted source of truth for your manufacturing data
- Understand how a governed data foundation improves accuracy, consistency, and decision-making
- Discover practical ways AI can boost efficiency, reduce costs, and improve quality
- See how applications built on your data put insights in the hands of the people who need them
- Get a clear roadmap for moving from AI pilots to measurable business results
- Walk away with actionable next steps to assess your data and AI readiness

Who Should Attend

Operations, Data and IT leaders, Plant Managers, and leaders in Maintenance, Quality, Continuous Improvement, and Digital Transformation.

Presenters

Neal Hobert | VP of Applied Customer Innovation | Trifecta

Neal Hobert is VP of Applied Customer Innovation at Trifecta, where he helps enterprise clients put emerging technologies like AI and modern data platforms to work solving real business problems. A longtime Solutions Architect possessing over 20 years working for Lutron Electronics, Neal has deep experience integrating data across enterprise systems and turning it into practical applications. He is an active community leader and speaker, focused on connecting business goals to solutions that teams can adopt and scale.

John Farinoso | Technical Architect | Trifecta

John Farinoso is a Technical Architect at Trifecta who turns complex enterprise data into practical, AI-powered applications. He designs solutions that connect systems, surface the right information, and put intelligent tools directly in the hands of users. John was a featured speaker at TrailblazerDX 2025 and writes about applying agentic AI to everyday business workflows. He brings a hands-on, build-first perspective that helps clients move from AI ideas to working solutions.

More information available at mrcpa.org/events or contact Nicole Pierce at nicole.pierce@mrcpa.org.