

Lecture Series of the Research Institute for Supply Chain Management

Friday, May 5, 2023, 12:30 pm

Room TC.5.01, Welthandelsplatz 1, 1020 Vienna



SEBASTIAN DORDA:

BUSINESS MODEL "RENTAL" AND THE IMPACT ON INNOVATION AND SUPPLY CHAIN IN THE CONSTRUCTION INDUSTRY:

The construction industry is one of the largest global industries. Currently, the industry undertakes massive changes due to several trends such as sustainability challenges, labor shortage, instable supply chains with highly volatile prices and the demand for affordable housing.

In this context, Doka – as part of the Austrian based Umdasch Group – offers its customers worldwide rental solutions for formwork, shoring and scaffolding products for concrete construction. The portfolio, which contains more than 45.000 articles, enables construction companies to build all imaginable buildings – from airports, high-rise buildings and infrastructure to apartment buildings and single-family homes.

The advantages are obvious: availability, circular economy, financial support, etc.

However, managing the global rental park has massive impact on the innovation approach.

Furthermore the challenges for the Doka supply chain are broad and require a modern, software-supported portfolio and demand planning.

Sebastian Dorda works as a Vice President for Doka GmbH and is responsible for the business area "Strategy & Innovation". Doka is a world leader in supplying formwork and has more than 7.000 employees in more than 60 countries.

Within his area of responsibility Sebastian Dorda is leading the departments Innovation, Sustainability, Research & Development, Marketing and Digital Services. In his previous companies Hilti and Geberit, Sebastian Dorda had several roles in Austria, Schweden and Great Britain.

For further information, please contact sekretariat.itl@wu.ac.at