

## **Mark Harrop Announced as Next is Now 2017 Speaker**

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Next is Now 2017 is a unique fashion-forward technology conference taking place in the heart of Montreal, Canada from March 29th to 30th, 2017 and is hosted by end-to-end software provider, Visual 2000 International. Throughout this two-day event, industry experts and business leaders will discuss the shifting fashion marketplace, and the technology solutions built to dominate it.

Key industry experts have been invited to present at the conference, providing valuable advice and analysis backed by years of experience. Next is Now is thrilled to announce Mark Harrop, CEO and Founder of WhichPLM, WhichERP and WhichPLM Academy as the presenter of PLM: The Foundation of Product Innovation. With over four decades' experience in designing, selecting and implementing a broad range of solutions for the apparel industry, Harrop is considered a fashion technology industry figurehead.

The presentations throughout Next is Now 2017 will focus on key subjects including Business Intelligence, Ecommerce and Omnichannel strategy. Harrop will focus on Product Lifecycle Management as a key solution for the AFA industry. Harrop proclaims, "Technology continues to shape our industry for the better and PLM is one of the major driving forces behind these exciting changes and I'm looking forward to sharing my vision of what's coming next."

Vice President of R&D at Visual 2000 International, Charles Benoualid expresses, "Mark has always been a key influencer within the AFA industry and many companies seek out his expert advice. We have worked with Mark since our founding over 20 years ago, and we are confident that he will provide meaningful and enriching content to this year's conference."

Next is Now 2017 is taking place from March 29th to 30th 2017 at the Phi Center in Montreal, Quebec, Canada. Early bird tickets at a reduced price can now be purchased here.

About Next Is Now 2017 What : Fashion-Forward Technology Conference When : March 29th & 30th 2017 Where : Centre Phi, Montreal, Quebec Canada. [www.visual-2000.com/next-is-now](http://www.visual-2000.com/next-is-now)  
About Visual 2000 International 20 years in the making, Visual 2000 provides End2End software for apparel, footwear and fashion accessory companies. More than 600 companies around the world take advantage of Visual 2000's End2End advanced ERP, PLM, supply chain management, warehouse optimization and business intelligence software.

For more information, please visit <http://www.visual-2000.com/Contact> Info:Name: Julien Belisle Email: [julien@visual-2000.com](mailto:julien@visual-2000.com) Organization: Visual 2000 International Inc. Address: 8960 Av du Parc, Montréal, QC H2N 1Y8, Montreal Canada Release ID: 160595

### **Contact Information**

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### **Keywords**

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