

Joel Galassini on how CEMEX is using technology to revolutionize the building materials industry

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In June, CEMEX announced that its digital platform CEMEX Go, reached close to a quarter of the company's customer base worldwide, transforming the experience of more than 10,000 customers in three continents, and leading the digital transformation in the global building materials industry.

Based on customer's feedback, CEMEX keeps improving CEMEX Go by adding new capabilities that offer a more personalized experience through better usability and analytics. Customers can increase operating efficiency and competitiveness, while generating more value for their businesses and their clients, enabled by digital technologies.

“CEMEX Go is setting a new standard for delivering a superior customer experience in the building materials industry. We are very proud to have reached the milestone of more than 10,000 satisfied customers using CEMEX Go in only seven months after its launch,” said Fernando A. González, Chief Executive Officer of CEMEX. “We will continue leading the digital transformation in our industry by applying the latest technologies for the benefit of all our customers worldwide.”

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