

THE DIGITAL MATRIX

A 2-DAY LEADER DEVELOPMENT PROGRAM

MARCH 25-26, 2018

at the InterContinental Festival City, Dubai, UAE

Delivered by

Venkat Venkatraman

DON'T MISS THIS OPPORTUNITY!!!



For the first time in the Middle East, the world-renowned guru of Digital Transformation, Venkat Venkatraman, will deliver a Digital Matrix Leader Development Program

How well is your organization prepared to compete in the digital future?

The Rise of the Digital Giants

In January 2007, there was only one digital company in the Top 10 most valued list in the world: Microsoft. A decade later, in January 2017, five of the Top 10 are digital companies: Apple, Alphabet, Microsoft, Amazon and Facebook. In October 2017, one other digital company made it to the Top 6: Alibaba Group.

These digital companies are not passively delivering products and services into other industries and markets; they are actively shaping the digital transformation of industries such as telecommunications, media and entertainment, financial services, manufacturing, retail & healthcare.

They have expanded their scale and scope at speed to be significant influence on the strategies & actions of traditional industry incumbents.



How could these digital giants influence the future of your industry over the next decade?

The Emergence of Born-Digital Entrepreneurs

AT THE SAME TIME, there are hundreds of start-ups born out of entrepreneurial vision that emerging digital technologies could be harnessed to design more powerful products and deliver more valuable services in many industries.

How well is your organization prepared to deal with the speed and agility possessed by such ambitious entrepreneurs?

Come and discover what it takes to be part of the Digital Future.

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Agenda & Pricing:

Day 1:

9:00 - 13:00: The Digital Matrix As the Compelling Case for Digital Transformation - From Experimentation to Reinvention

13:00 - 14:00: Lunch

14:00 - 17:30: Deep Dive and Insights from One Setting: Digital Matrix in Automotive

Day 2:

9:00 - 13:00: Three Winning Rules: Orchestration in Ecosystems | Co-Creation with Partners | Designing Organization at the Nexus of Smart Humans and Powerful Machines

13:00 - 14:00: Lunch

14:00 - 17:30: Designing Portfolio of Experiments and Action Plans

(workshop to apply the ideas to specific settings in breakout sessions organized by industries)

Pricing Schedule (USD)	Price Per Delegate*
Rate - 1 delegate.....	\$3,400
Rate - 2 delegates.....	\$3,200
Rate - 3 delegates.....	\$3,000
Rate - 4+ delegates.....	\$2,800

*Prices shown are with Early Bird discount of 10% on Full Rate/ Deadline for early bird registration: Feb. 25, 2018

The price includes:

- Course and materials
- Certificate of Attendance
- 1 dinner
- 2 lunches & coffee breaks

Price does NOT include:

- Air transportation
- Any Personal expenses
- Visa procedure and cost
- Any other expenses not included in the inclusion list

* The program can undergo changes of agenda without prior notice. Stay tuned for the latest updates on our website.

* Be aware of the travel regulations and visas required to travel to the UAE. Any paid amounts are non-refundable for any reasons including the non-obtention of visas or travel reasons.

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“ IN THEIR OWN WORDS ”



"Venkat Venkatraman has created an essential new model for digital business strategy in the age of cognitive systems and artificial intelligence – at once simple, pragmatic and quietly groundbreaking. Although written for incumbents in traditional industries, The Digital Matrix will, I believe, prove invaluable for all leaders, whether of established institutions or born-on-the-cloud startups. It is nothing less than a roadmap for the next era of business transformation."

Ginni Rometty
Chairman, President and CEO, IBM



"Digitization is a global trend and there are no safe sanctuaries in which to shelter outmoded business models. This timely book makes that unconditional caution chillingly real. Happily, it also reveals how, by harnessing the new technology and shaping your business strategy round it, you can not only survive but prosper."

Sir Martin Sorrell
CEO, WPP



"Venkat's book is super helpful to all of us working to drive change in an increasingly digital world."

Mike Wright
Global CIO, McKinsey & Company



"An invaluable framework to help leaders master digital shifts and win in their space."

Clark Golestani
EVP & CIO, Merck

BIOGRAPHY

N. Venkat Venkatraman is the David J. McGrath Jr. Professor of Management at Boston University Questrom School of Business.

"My primary appointment is in the Information Systems Department and has a joint appointment in the Strategy and Innovation department. Over the last three decades, my research and teaching have focused on how companies win in the post-industrial, digital age - where products, processes and services are shaped and supported by information and communication technology.



My recent book, The Digital Matrix: New Rules for Business Transformation through Technology was published in 2017 by LifeTree Media for global distribution and Portfolio Penguin for the Indian subcontinent.

Besides Boston University, I have taught at MIT Sloan School of Management (1984-1993) and London Business School (1999-2001). I have been awarded the 2004 and 2006 IBM Faculty Fellowship for my work focusing on business challenges in the network era. I have been recognized as one of the most cited researchers in strategy and management by Strategic Management Journal, Journal of Management, Thomson Financial/ISI and Google Scholar. My research has won awards from The Academy of Management (AT Kearney Award for Outstanding Doctoral Research) and Strategic Management Society (McKinsey Honorable Mention) and I have been fortunate to guide doctoral students, who have been awarded prizes for their thesis work.

I write papers for managerial audience and academic publications. My papers for managers have been published in the Sloan Management Review and California Management Review, Harvard Business Review online and Financial Times over the last decades. I have also published in IBM Systems Journal (1993 Special Issue on Strategic Alignment); the Turning Points issue in 2000) and Business Strategy Review (London Business School). My academic research has been published in Management Science, Strategic Management Journal, Information Systems Review, Academy of Management Journal, Academy of Management Review and others.

I have consulted and/or lectured for many corporations in the USA, Europe and South Africa including IBM, Microsoft, BP, Ericsson, ABN-AMRO, Zurich Financial, McKinsey & Co., Federal Express-Europe, Canal +, France and others. I have served on the Technical Advisory Committee of Canal + France focused on disruption and innovation in the digital media sector. I hold a B.Tech degree from IIT, Kharagpur (1976), an M.B.A. from IIM Calcutta (1979); and Ph.D. from Katz School of Business at the University of Pittsburgh (1985). In 2015, I was selected by IIM Calcutta as a Distinguished Alumnus."

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