



DR. JULIE SCHIRO

With a PhD in Marketing and an unrelenting curiosity, Dr. Schiro is a leader in the digital space and a total technology enthusiast. This course is a blend of lectures, cases, and company visits in the technology heart of Europe.

DIGITAL TRANSFORMATION

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***UCD MICHAEL SMURFIT
GRADUATE BUSINESS SCHOOL***

DUBLIN, IRELAND

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**



**UCD Michael Smurfit
Graduate Business School**



M **FAILED TRANSFORMATIONS // WINNING TRANSFORMATIONS**

What do Google, Netflix, Amazon, Facebook, Apple, Tesla, and Airbnb have in common? Where did Blackberry, Sears, Nine West, and Blockbuster go? And why do digital transformations fail 70% of the time?

T **DESIGN/UX AS A DISRUPTIVE ADVANTAGE**

If you don't believe in the power of design and user experience, read Hooked. Often it is not the entrepreneur with the best idea that wins, but the one that designs the best experience.

W **DATA AS DISRUPTION**

Right place, right message, right time - big data, artificial intelligence, and automation have changed what is possible. Today, we cover what you need to know to hone and maintain an edge in the market.

TH **RECOMMENDATION ENGINES // VIRALITY // INFLUENCERS**

Google, YouTube, Amazon, Instagram, Kickstarter, Reddit - these have all disrupted how people communicate and search for information. How can we cater to the algorithms of these platforms to ensure we're being shown? Taking it a step further, can we engineer virality?

F **A FRAMEWORK FOR FUTUREPROOFING**

Futureproofing has two prongs: ongoing investing in new technology and a transformation ethos baked into the fabric of the company. How do you know what technology to bet on, and how do you change company culture?

EAGER TO GET STARTED? SUGGESTED RESOURCES:

Venkatraman, V. (2017). *The digital matrix: new rules for business transformation through technology*. LifeTree Media.

Eyal, N. (2014). *Hooked: How to build habit-forming products*. Penguin.

Tunguz, T., & Bien, F. (2016). *Winning with data: Transform your culture, empower your people, and shape the future*. John Wiley & Sons.

Podcast: *Masters of Scale*