



C-SUITE ROUNDTABLE

What Every Leader Must Know to Win in the Digital Future

19 July 2017 | Singapore

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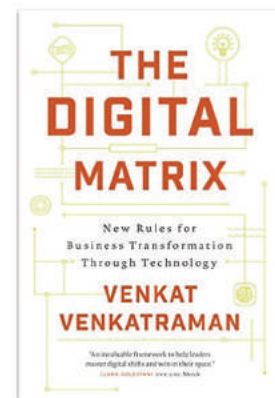
SGD\$1,600 per participant
(before GST)

*Includes lunch and a signed copy
of the "The Digital Matrix".*

The future of every industry is digital, and that future is closer than you think. In January 2007, there was only one digital company in the Top 10 most valued companies in the world: Microsoft. A decade later in January 2017, five of the Top 10 are digital companies: Apple, Alphabet, Microsoft, Amazon and Facebook.

Ambitious digital-driven companies are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way. To what extent is your company prepared for the digital future?

Based on his latest book "The Digital Matrix", Professor N. Venkat Venkatraman, the David J. McGrath Jr. Professor in Management with the Boston University Questrom School of Business, will host a practical session that will help you appreciate the three forces of competition that are shaping the new business landscape; strategise for the three phases of transformation that your company will encounter on its journey to business reinvention; and identify the three winning moves that will ensure your company's success along the way.



This highly practical session will provide senior executives with a forum to:

- Learn to navigate the world of digital ecosystems.
- Engage and energise the management team around the digital strategy question.
- Discover ways of competing and collaborating with other companies to create and capture value.
- Assemble and lead the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future.

Agenda

08:30 am - 09:00 am	Networking and Registration
09:00 am - 10:15 am	Introduction and Opening Presentation by Professor Venkatraman – The Digital Matrix: New Rules for Business Transformation through Technology
10:15 am - 10:45 am	Break
10:45 am - 12:00 pm	Case Study – Winning with the Digital Matrix: Applications, Lessons and Insights from the Global Automotive Industry
12:00 pm - 01:00 pm	Lunch
01:00 pm - 01:45 pm	Deep Dive – Opportunities and Challenges in the Digital Future
01:45 pm - 02:30 pm	Digital Leadership - Your Role as Leader in the Digital Future
02:30 pm - 03:00 pm	Summary Observations and Harnessing Insights from Professor Venkatraman

About the Speaker



N. VENKAT VENKATRAMAN is the David J. McGrath Jr. Professor of Management at Boston University Questrom School of Business. Venkat is in the Information Systems Department and has a joint appointment in the Strategy and Innovation department. Over the last three decades, his 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. He has recently published a book titled, *The Digital Matrix: New Rules for Business Transformation through Technology*.

Besides Boston University, Venkat taught at MIT Sloan School of Management (1984-1993) and London Business School (1999-2001). He has been recognised by as one of the most cited researchers in strategy and management by Strategic Management Journal, Journal of Management, Thomson Financial/ISI and Google Scholar. His papers for managers have been published in the Sloan Management Review and California Management Review, Harvard Business Review online and Financial Times.

Venkat 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. He also served on the Technical Advisory Committee of Canal+ France focused on disruption and innovation in the digital media sector.

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