Executive Master in Digital Transformation & Innovation Leadership

Digital up-skilling to transform and lead in business.
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Digital is shaking the status quo in every area of business.

Whether it’s the new world of digital HR and people analytics, the application of big data and IoT to operations and logistics, or the use of augmented reality to drive retail sales, digital technologies are changing the very nature of what it means to do business. The pressure to innovate is so high, that according to the CEO of Cisco Systems, 40% of today’s businesses will fail in the next ten years, and only 30% of those attempting to transform themselves digitally will succeed.¹

No business function or industry can avoid these changes, at least not for very long. Tech-based innovation is not a choice, nor a one-time shift to be survived – but a wheel set in motion that will continue to demand constant change, continuous innovation, and unrelenting forward-looking leadership.

For example, Amazon’s use of data analytics, AI and robotics is expected to increase its US online retail market share from 34% to 50% by 2021²; digital transformation in the Oil & Gas sector could generate up to $170 billion in cost savings for customers, while reducing emissions³; company executives expect digitalization to reduce operational costs by 3.6% per year, while growing revenues 4.1% per year⁴.

And these radical changes mean that for managers and leaders, sustainable success will not come from simply adapting to new innovations, but driving them. The next-gen of professionals chosen to lead will be those who can take a team, a department, a business unit, or an entire organization and make transformation and innovations happen - and then have the mindset to do it all again.

"Only 15% of CEOs are executing a digital strategy, even though 90% agree that the digital economy will impact their industry."

"Early adopters of digital transformation are achieving 9% higher revenue creation, 26% greater impact on profitability, and 12% more market valuation."

² FORTUNE, April 10, 2017.
⁵ Study by MIT Sloan Management Review and Capgemini Consulting.
But make no mistake, business success via innovation and transformation isn’t really about tech, it’s about leadership. In every department, in every business unit, there is a “club of the status quo”, the people whose mission it is to kill innovations before they take root. The innovation leader knows this, and critically also knows how to make transformations happen despite the obstacles.

CHALLENGES FOR LEADING DIGITAL TRANSFORMATION:

- Fuzzy knowledge of digital tech
- Misunderstanding digital economics
- Overlooking ecosystems
- Ignoring incumbent players
- Miscalibrated change strategy

Source: Adapted from McKinsey Quarterly, June 2017

UNIVERSITY PRIVATE DEGREE
This is a University Private Degree from IE Universidad*, and taught in IE School of Human Sciences and Technology. More information on what earning a University Private Degree from IE Universidad entails here: www.ie.edu/official-and-private-degrees/

*IE Universidad is a University officially recognized by the Spanish education authorities, allowed to grant both University Official Degrees (Bachelor’s, Master’s and PhD degrees) which are specifically regulated and accredited by Spanish Ministry of Education and University Private Degrees (Master), which are specifically designed by the University towards the professional application of their studies and the constant update of higher education, preserving the educational standards of excellence of IE. Both types of degrees are equally backed by the rigor and prestige of IE University.
The new business leader is a digital innovator

Companies are under constant pressure to innovate and stay competitive, and to do this they’re scrambling to identify and grow their next generation of leaders – from department heads, to business unit managers, to the c-suite. When selecting leaders, companies aren’t only looking for functional expertise or products and services experience – these are a given. The people they seek to identify and develop are the business innovators – employees who can stay current on the latest tech, develop coherent improvement strategies, and who have the leadership skills to run the innovation processes and transformation efforts required to execute these strategies.

It’s not about becoming a techie – if you aren’t one already – but rather about being a tech-savvy business leader armed with the practical ability to innovate.

The Executive Master in Digital Transformation & Innovation Leadership is a pathway for mid- and senior-level business professionals to “up-skill” and become the innovators and digital transformers that companies need. We welcome candidates with diverse academic and professional backgrounds who are working in functional roles (Sales, Marketing, Operations, IT, Finance, HR, ...) or in general management positions.

This executive Master is a part-time, 13-month program that is cutting-edge, robust, and designed to mesh with the intense work schedule of a successful business professional.

The program is divided into three modules, with courses and collaborative projects taught and mentored by IE faculty and seasoned industry experts, who will give you knowledge and hands-on experience in business innovation and leadership that will help you accelerate your career.

For professionals coming from every function who are eager to reshape their company or spark change in their industries, the Executive Master in Digital Transformation & Innovation Leadership equips them with the technological dexterity, digital strategy and cultural transformation skills to spearhead the transition into the digital future.

Cristina Álvarez Álvarez
Former CIO, Telefonica
Director of Executive Master in Digital Transformation & Innovation Leadership
FLEXIBILITY FOR BUSY PROFESSIONALS

IE was an early pioneer and remains a global leader in part-time Master’s degrees that bring together students from around the world for intense residential periods combined with ongoing classes and projects that take place in our digital campus.

The Executive Master in Digital Transformation & Innovation Leadership has four residential periods, each of one week. Three take place in our cosmopolitan Madrid campus and one in bustling Shanghai. During these weeks you’ll have practical classes, interactions with top executives experienced in innovation leadership, and you’ll visit companies to experience real-world transformation projects and results.

Between the four residential periods, you’ll return to your job and continue studying along with fellow classmates. You’ll take classes via live video, online forums, and carry out practical projects in teams. The program culminates with a transformation consulting project – either for your current company, or an IE corporate partner.

The workload is designed to allow you to manage your studies along with the demands of your job, earning you over the course of 13 months an Executive Master degree that you will carry with you for the rest of your career.

Take the next step in your career

The Executive Master in Digital Transformation & Innovation is designed for mid-career and senior-level professionals currently with management responsibilities, or seasoned individual contributors planning to transition into management roles. Candidates may be professionals from any industry with experience working primarily in a single function (Marketing, Finance, Operations, IT, ...) who have the objective of building their leadership and innovation skills to drive transformation within this function. Candidates may also be general managers leading business units or an entire organization, who want to develop a 360° capability to drive innovation and digital transformation across functions.

The program is grounded in digital tech and in practical innovation methods (design thinking, lean/scrum, agile...) as drivers of positive transformation and bottom line performance improvement – but technical training and experience are not required.

You’ll learn what you need to know at an executive level, to think strategically about how to apply current and emerging technologies to reshape business practices. For example, you’ll learn about business analytics, digital commerce platforms, business intelligence, artificial intelligence, the internet of things, enterprise ecosystems, mobile and wearables, and blockchain.

If you believe the ability to lead business innovation and transformation is critical to progressing in your career, we invite you to get in touch to learn more about the program.

Ready to kickstart your journey in Digital Transformation? Contact: tech.hstadvisor@ie.edu or visit www.ie.edu/edtx
About IE’s School of Human Sciences & Technology

Behavior designers, cyber analysts, digital transformers, reputation strategists, data scientists... these are among the many exciting job categories that didn’t even exist 5 years ago.

We’re witnessing an unprecedented shift in the job market, driven by new needs created by technology and revolutionary new understandings of human behavior.

The School of Human Sciences and Technology (HST) is responding to this shift. We saw the demand for future-forward multidisciplinary professionals with tech-based foundations, and to date, we’ve handcrafted 15 master’s degrees to give industries the versatile and future-forward talent it needs.

HST is a career-focused and constantly innovating school that prepares students for the new economy, whether it be in big data, customer experience, or digital media. HST prepares career-focused graduates for success in three main areas that are undergoing rapid growth and transformation in the new world of work:

**CORE AREAS OF HST**

**MARKETING, COMMUNICATION & THE CUSTOMER**
The exciting world of big brands, marketing departments, integrated communication agencies, digital media production studios, customer experience design firms, digital marketing consulting firms, and consumer insights research. This world is about connecting customers, products, services, and companies.

**DIGITAL TECH & DATA SCIENCE FOR BUSINESS**
The wild world where data and tech drive radical improvements in business performance. Think data science, artificial intelligence, bots, IoT, blockchain, virtual and augmented reality, robotics, and the digital technologies just around the corner. This world is about bridging tech and business under the umbrella of sparking digital innovation in any function, any company, and any sector.

**PEOPLE, BEHAVIOR & TRANSFORMATION**
The high-impact world centered on human insights – understanding and influencing the behavior of customers, employees, voters and citizens, family members and individuals in challenging situations. Think behavioral experiments, in-store observations, talent development and training, positive leadership, campaign and policy nudging, health and wellness interventions, and community service. This world is about lifting people in the diverse contexts in which they work and live.
For HST, the end goal is to train the next generation of changemakers through programs taught by the best professionals in the industry who understand the power of technology, human behavior and communication, and how these are intertwined.

Our groundbreaking programs are delivered in formats tailored to your lifestyle, so you can combine working and studying at the same time (Part-Time programs) or opt for a totally immersive year in Madrid (Full-Time programs).

Go to www.hst.ie.edu for a full list of our programs.

The best part? Our programs are designed for all kinds of profiles. Every year, HST takes in students from all over the world with diverse backgrounds ranging from business, to law, arts & humanities, finance, engineering...

What we look for is that you have an insatiable appetite for the unknown and an attitude that pushes you to not just embrace change, but drive it.
EXECUTIVE MASTER IN
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www.ie.edu/edtx