



# GLOBAL CENTER FOR DIGITAL BUSINESS TRANSFORMATION

DEVELOPING NEW BUSINESS INSIGHTS FOR THE DIGITAL AGE



# WHO WE ARE



Organizations are struggling in the digital era. Our mission is to inform and engage executives along their transformation journeys.



Michael Wade

Director of the Global Center for Digital Business Transformation  
Cisco Chair in Digital Business Transformation  
IMD Professor of Innovation and Strategy  
Co-Director, Leading Digital Business Transformation Program

The Global Center for Digital Business Transformation (DBT Center) is a global hub for applied thought leadership, where researchers engage with executives to solve real-world challenges created by massive market transitions.

The DBT Center is a venue where innovation and learning come together to create disruptive business models for the digital age. Full-time researchers from both IMD and Cisco draw from diverse backgrounds and areas of expertise to balance academic rigor with real world digital experience.





# HOW WE CAN HELP YOU

## EDUCATION & NETWORKING

### LEADING DIGITAL BUSINESS TRANSFORMATION PROGRAM

Leading Digital Business Transformation is an executive education program offered by IMD that is designed for business leaders and senior managers from all business areas who wish to develop a strategic roadmap for digital business transformation in their organizations.

LEARN MORE  
[www.imd.org/ldbdt](http://www.imd.org/ldbdt)

### EVENTS

The DBT Center hosts a series of regular education and networking events. These events are designed to share the latest research, and provide a forum for discussion and debate around key digital topics.

LEARN MORE  
[www.imd.org/dbtcenter](http://www.imd.org/dbtcenter)

## ADVISORY SERVICES

The DBT Center organizes workshops for business leaders and senior managers from all sectors who wish to develop a strategic roadmap for digital business transformation. These workshops are customized according to client requirements. Typical objectives include:

- Building or testing a digital strategy
- Envisioning the impact of digital trends on an organization and its industry
- Exploring how digital tools and technologies can be used to improve competitiveness
- Building an end-to-end roadmap for digital transformation



## COLLABORATIVE RESEARCH

The DBT Center makes all of its research freely available. You can download the latest reports and other research output from the Center's website.

The DBT Center offers organizations the possibility to become research partners and collaborate on research projects built around key digital transformation topics. Research partners receive privileged access to insights on collaborative research projects.



# JOIN US

Visit our website for more information  
[www.imd.org/dbtcenter](http://www.imd.org/dbtcenter)



IMD is a top-ranked business school, recognized as the expert in developing global leaders through high-impact executive education



Cisco is the worldwide leader in networking that transforms how people connect, communicate, and collaborate

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