



LEADING DIGITAL TRANSFORMATION

EICOM EXECUTIVE PROGRAMME



SEPTEMBER 2024
HARVARD FACULTY CLUB



EICOM EXECUTIVE PROGRAMME 2023
Harvard Faculty Club

LEADING DIGITAL TRANSFORMATION

DISRUPTING THE WORLD OF COMMERCE

In the fast-paced commerce world, **leaders must be one step ahead in order for businesses to thrive**. With our Digital Transformation programme, we hope to inform company leaders and assist them in **adjusting their business plans** to the constantly shifting needs of the market. Our goal is to help businesses all around the world navigate the difficulties of the "Digital Evolution".

THE BEST WAY TO BUILD KNOWLEDGE IS BY SHARING IT

We are building the most informed **alumni network** in the industry. Like-minded industry leaders may **exchange and discuss their experiences**, expertise, obstacles, and emerging market trends inside our programme. The Digital World of Commerce will soon include **all company sectors** and forms, and competition will only get more intense.

WE HELP OUR LEARNERS TO STAY AT THE TOP OF THEIR GAME.





PROGRAMME CONTENT

THE TRANSFORMATION

Design Thinking vs Engineering Thinking

- Methodologies to transform "brainstorming" into "real action"
- Exploring innovation from real businesses and innovators
- How an organisation can adapt and thrive in uncertain times
- People: Nurturing, fostering and maturing

THE ORGANISATION

The "Digital-Ready" Organisation

- Explore the philosophy behind digital change and how companies are adapting by reviewing case and video studies
- Digital Ready - understanding the cultures involved and what they mean
- Innovating Business models to nurture future growth

THE STRATEGY

Digital Disruption - A strategic view and becoming a front-runner

- Platforms, ecosystems, technologies, and how to profit from these Digital Transformation foundations
- How you can respond to future disruption and be ready for change or lead this change
- Mapping the disruption that could impact you or your industry

LEARNER PROFILE

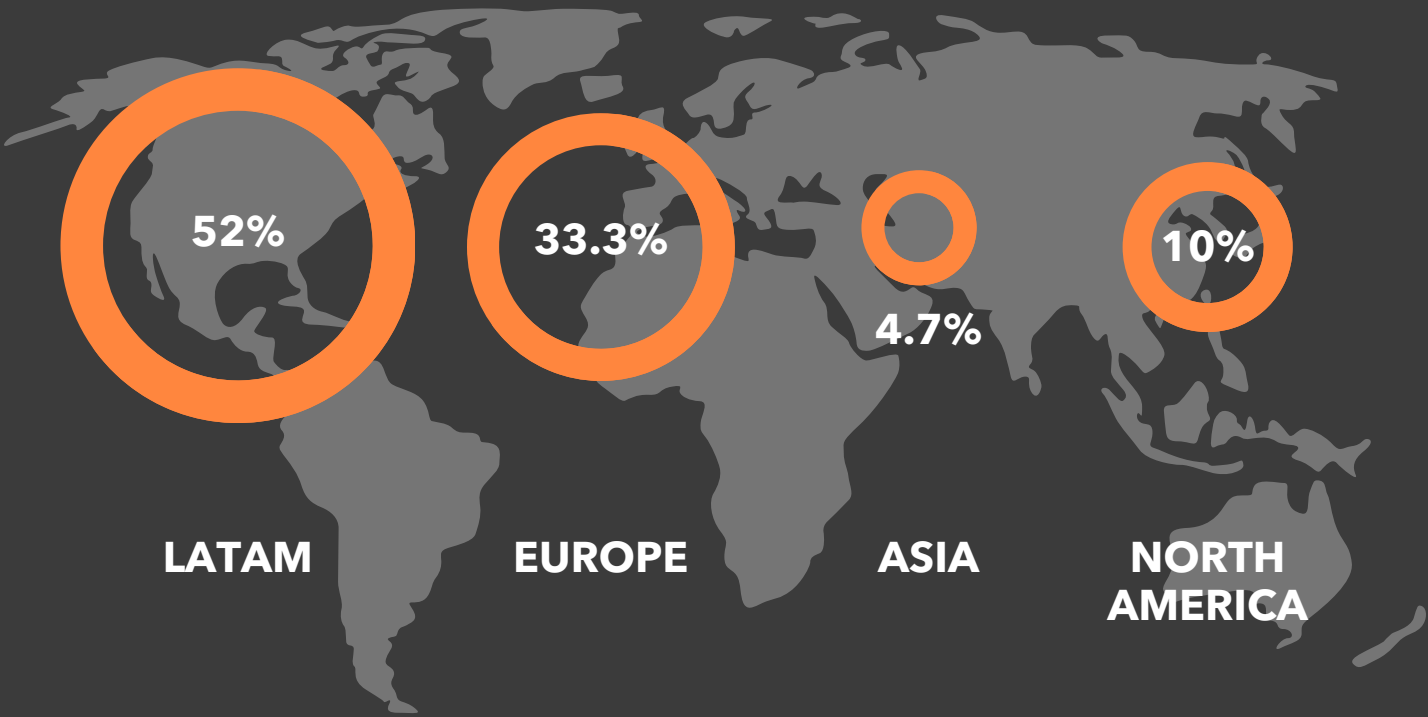
OUR EXECUTIVE PROGRAMME IS DESIGNED FOR SENIOR MANAGEMENT POSITIONS* SUCH AS:

- C-level executives who are responsible for shaping overall corporate strategy
- Vice presidents, and senior managers responsible for formulating and driving digital strategy.
- Board members, Directors, Company owners, or others responsible for creating/reforming and driving the digital strategy.

**We require a minimum of 6 years of "Higher Management" experience.*

THE EXPERIENCE

The 4-day immersion within a group of top-level managers will make you leave the campus with a completely new mindset. Get inspired to take on different views and learn from each other's experiences.



9.1%	CONSULTING	6.1%	PAYMENT	69.7%	MALE
9.1%	SAAS	3.0%	FRANCHISE	30.3%	FEMALE
33.3%	RETAIL	15.2%	MANUFACTURING		
18.2%	TECHNOLOGY	3.0%	GOVERNMENT		
3.0%	TELECOMUNICATIONS				



60.6%	C-LEVEL
15.2%	HEAD
9.1%	MANAGER
12.1%	BOARD MEMBER
3.0%	VP



NETWORKING

The programme can transform yourself, your team, your digital strategy, and **your entire business.**

We engage with our participants after the conclusion of our programme through various media and social events and give you the option to publish a business case with us.



YOU WILL MEET PEOPLE WHO UNDERSTAND THE DAILY CHALLENGES AND PRESSURE THAT DIGITAL ENVIRONMENT CAN CREATE AND YOU WILL BE PART OF A GREAT **SUPPORT NETWORK.**

SOCIALISING

We host a welcome reception at night so that you can meet your peers for the week.

During the week we will offer plenty of networking opportunities including dinners and external activities.



LEARNER TESTIMONIAL



CRISTI MOVILA, CMX
Eastern Europe General
Manager at VTEX

"One of the most important and one of the **most amazing** things that I lived was the EICOM Digital Transformation program from Cambridge. It was amazing how you **enter into the mindset** and how you stay there **connected** for a full week with like-minded people. I think it's something that you cannot reproduce nowhere else."



OUR PROFESSORS & LEARNING APPROACH

Our professors are global commerce experts, business leaders, and thought leaders, who have been part of the Digital Commerce Evolution from the very beginning.

Their approach is what we call "**the knowledge sharing**"; they do not only use business models but share their own experiences, failures, and success stories, and they stimulate open discussions. They also group up individuals to actively engage in problem-solving techniques to tackle real-life challenges.



2023 TEACHERS



Zia Daniell Widger
*Chief Content Officer at
Insider Intelligence*



Ilona Simpson
*CIO EMEA and Member of
Global Strategy Board at
Netskope*



Tomás Gazmuri
*Entrepreneur, Independent
Board Director and
Strategic Advisor*



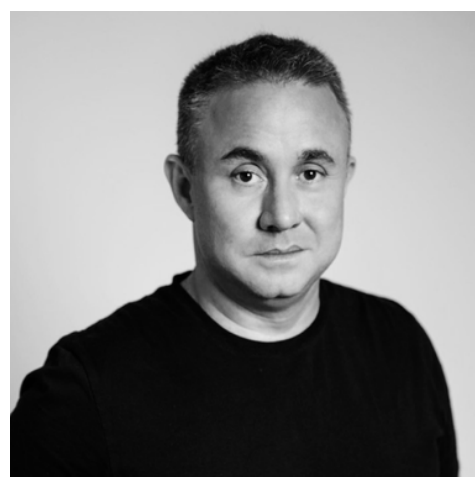
Warren Berger
*Author and Innovation
Speaker*



George Westerman
*Senior Lecturer at MIT
Sloan School of
Management*



Rodrigo Dellacqua
*CEO and Founder of
EICOM Institute*



Mariano Gomide
*Founder and co-CEO
of VTEX*



Mark Riesler
*Senior Director of
Strategy at Pivotree*



Gustavo Fino
*Co-founder of Zé Delivery
and Nana Delivery*

+ SPONSORS
SPEAKERS

ADMISSION

The number of seats is limited and we encourage you to only apply if you meet the participant profile. *Please note that only complete applications will be reviewed by the Admissions Committee.*

Places on the programmes are confirmed on a first-come, first-served basis, taking into consideration applicants' levels and objectives, and the diversity of the classes.

We recommend that you submit your completed application form as early as possible, at least 3 months prior to programme commencement. The Admissions Committee will review your application and advise you on the outcome as soon as possible. Please do not hesitate to contact us if you have any questions about the programme and/or if it will suit your objectives.

Please note: All our open programmes are taught in English and participants should be able to exchange complex views, listen and learn through the medium of English.

TUITION FEES

THE TUITION FEE FOR THE 2024 EXECUTIVE PROGRAMME IS **USD 12,900*.**

We do offer scholarships on a case-by-case basis for exceptional/high-performing professionals. Please discuss any scholarships with your admissions officer.

The tuition fee covers *tuition, course materials, and lunches/dinners on working days, as well as accommodation*. It does not include travel or incidentals. Participants will have to settle accommodation expenses and incidentals before the end of the programme.

**Fee subject to change.*

EICOM Institute does not discriminate on the basis of race, gender, sexual orientation, religion, national or ethnic origin, age, or disability in the administration of its educational policies, admissions policies, scholarship, or other administered programmes.

OUR STUDENTS WORK FOR THESE COMPANIES

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adelco
Kilmpira • Contigo

Gloset
sp. z o.o. sp. k.

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Electrolux

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Digital

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ARCOR

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LACOMER

KUSHKI

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CONTACT

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