



Institut Luxembourgeois
des Administrateurs

“Introduction to Digital Business for Directors”

*“What is digital, and what does it mean for your
business?”*

14 June 2017

“Introduction to Digital Business for Directors”

Course outline

The purpose of this specific training is to provide directors with an introduction to how digital technologies (commonly referred to as Industry 4.0 or with industry specific references such as FinTech, RegTech, HealthTech, EdTech, etc.) affect the business model and strategies of a company, to enable them to contribute more effectively to boardroom discussion, and to give guidance for further learning, both self-guided and through further ILA Digital Director courses.

Course highlights

The main features of the program are:

1. **Introduction to the “Digital Director”**
2. **Digital Business**
 - What is Digital (Business)?
 - Case Study – How Uber Uses Digital in their business model
 - Back to Reality - what do we do?
3. **Digital Trends**
 - Top Trends from industrial and financial sectors and examples of their applications
4. **Discussion/Wrap-up**
 - Discussion/exchange of experiences and inventory of Directors’ needs
 - Q&A
 - Going further

Benefits of the program

This program will enable participants to:

- Understand the impact of digital on business models
- Start from a position of confidence in discussing digital business in the boardroom
- Be familiar with the key trends in digital innovation facing business today

Target audience

This course is dedicated to executive or non-executive directors and professionals looking to get comfortable with the impact of digital on their businesses. It is also dedicated to managers, senior managers or executives who wish to learn more about digital business.

Our experts



Jean-Marc FANDEL

As an independent board and executive advisor, Jean-Marc works with shareholders and company leadership during phases of transition and change on effective strategy development, better execution and mobilization of teams. Recent mandates include the restructuring of a company in a crises situation from a board perspective, preparation of a company sale and value maximization strategy for shareholders, 360-degree assistance in the development of an IT Consultancy and several FinTech start-ups. He is also an advisor to the University of Luxembourg on strategy and organization and a permanent panel member of the Fonds National de la Recherche for financing disruptive ICT projects. Trained at INSEAD and ILA Certified Director, working with boards for 15 years, he helps shape board leadership in a meaningful way delivering value as an advisor or as a member of the board.

Jean-Marc holds an MSc and PhD in Economics from Ecole des HEC, University of Lausanne and is an AMP graduate of Harvard Business School. He worked in Fintech, as former CEO of CETREL SA and MD of Six Payment Services AG (Zurich) and in the Airline & Tourism industry as Deputee-CEO of Luxair Group and VP of Swissair/SAirGroup. He has very recently been appointed as CEO of the company Euroloan SA.



Pascal MARTINO

Pascal is a partner within the consulting department of Deloitte and has 15 years of experience. Pascal developed a wide expertise in Private, Retail and Commercial Banking and in the Asset Servicing Industry. His areas of expertise cover the definition of strategies, the design of target operating models (Process, organisation and technical), the optimisation of processes, the feasibility studies and implementation of Business Process Outsourcing and the feasibility studies of Core Banking replacement.



Richard RUSSELL

Richard is an independent consultant specializing in Digital Innovation and Product Management. He has 20 years of digital experience, starting out as a software developer, and including senior roles at Deutsche Bank, Google and Amazon, as well as a founder of a mobile loyalty startup, and as Chief Product Officer of an AIM-listed mobile retail startup. He now helps companies innovate, execute and scale with digital technologies, and runs a consulting company, Russell and Company SARL.



Nasir ZUBAIRI

Nasir is CEO of The LHoFT - The Luxembourg House of Financial Technology, a public/private sector initiative to drive fintech innovation in Luxembourg. Nasir has worked in Financial Services for nearly 20 years. He spent 13 years working within Capital Markets at RBS, ICAP, HSBC and EBS. He has been immersed in the Fintech and startup sector for the past six years. As an entrepreneur, Nasir has built multiple Fintech businesses across verticals. He has advised the boards of leading financial institutions, central banks and governments. Nasir is included in the "Top 40 innovators shaping the future of financial services -2014" by The Wall Street Journal/Financial News. Nasir has a BSc from the London School of Economics and is a Sloan Fellow from London Business School.

Programme

8:30	<i>Registration and welcome coffee</i>
8:45	Part 1 – Introduction to the “Digital Director”
9:00	<p>Part 2 - Digital Business</p> <ol style="list-style-type: none"> 1. What is Digital (Business)? <ol style="list-style-type: none"> a. Start with the Customer b. What is “digital” (geeky diversion) c. The disruptive nature of digital d. What does this mean for customers? e. What does this mean for business? 2. Case Study – How Uber Uses Digital in their business model <ol style="list-style-type: none"> a. Uber’s Business Model b. How does Digital enable Uber to compete for customers? c. Uber’s Business Flywheel d. What do we mean by understanding the customer for Uber? e. Innovation: Self-Driving cars 3. Back to Reality - what do we do? <ol style="list-style-type: none"> a. Start with the customer and work backwards b. Use digital to understand the customer c. Starting elsewhere in the business to fund digital innovation d. What about culture?
10.30	<i>Coffee break</i>
10:45	<p>Part 3 – Digital Trends Five Digital Trends from industrial and financial sectors and examples of their applications</p> <ol style="list-style-type: none"> 1. Introduction: trends set the future, but their own future is not guaranteed 2. Blockchain: the power that will change everything or myth that will fall into oblivion 3. IoT: everything is connected 4. Big Data: I want to know everything 5. Artificial Intelligence & deep learning 6. Wearables
12.15	<p>Part 4 – Discussion/Wrap-up</p> <ul style="list-style-type: none"> ▪ Discussion/exchange of experiences and inventory of Directors’ needs ▪ Q&A ▪ Going further
13.00	<i>Buffet lunch</i>

Practical Information

DATE AND TIME

Wednesday 14 June 2017

From 8:30 to 13:00, followed by networking lunch

VENUE

Chambre de Commerce

7, rue Alcide de Gasperi

L-2981 Luxembourg

(Parking available at your own expense)

REGISTRATION FEES

- 300.00 € for ILA members (+ VAT 3%)
- 380.00 € for non-members (+ VAT 3%).

The fee covers tuition, handouts, coffee break and lunch.

ILA is authorized as a provider of continuing vocational training by the Ministry of Education (agreement dated 11 October 2011). Fees are eligible for State co-financing.

LANGUAGE

The course is conducted in English.

REGISTRATION

Registration available online via www.ila.lu. A confirmation email will be sent to the participant together with the invoice.

PAYMENT

Payment of the invoice is due upon receipt.

CANCELLATION POLICY

Any cancellation should be communicated in writing to v.vansaen@ila.lu.

In case of cancellation received less than 5 working days prior to the event, 100% fee remains due.

Substitution of one participant by another is possible. It should be done in writing at least 2 working days prior to the event.

CERTIFICATE OF PARTICIPATION

A certificate of participation will be provided to participants who have fully attended the course.

CPD INFORMATION

CPD Program for ILA Certified Directors accredited: 4 hours

CONFIDENTIALITY AGREEMENT

All ILA courses are conducted under the Chatham House Rules (confidentiality of discussions). Trainers & participants must respect the confidential nature of discussions that take place during the sessions.

ILA reserves the rights to use photographs that may be taken during the event for its communication, and to publish them on its website/social networks and/or promotional material.