

ONLINE SYMPOSIUM

2020

# Digital Transformation and the Future of Work

JUNE 25-26

From 1:00 p.m. to 2:00 p.m. (NYT)

You are invited to participate in this important discussion about the future of the work in the face of Digital Transformation.

With experts from different countries, hosted by Dr. Alvaro Machado Dias, come interact with professionals from all over the world to understand the transformations that are taking place and how to prepare for what is next. Sign up for free by clicking here and start preparing for our case studies competition. Prizes of up to \$100,000 for the best works await you.



Digital Transformation and the Future of Work – 2020 is the best opportunity to find out how artificial intelligence and new business models are disrupting some of the most important industries around the world, and how you can take part on it.

*Prof. Ricardo Britto, Ph.D • Dean of IBS Americas  
Event Coordinator*

## What comes next, as traditional professions lose their grip?

A sudden economic shift from physical to digital involves both interactions with consumers and the way companies operate. This need to virtualize business due to the virus outbreak is driving digital transformation at a faster pace than expected. It has become clear that digital savviness will remain crucial as retailers and brands adapt to consumer preferences shaped and shifted by the pandemic. While firms with intrinsically digital nature have been thriving in the recent upheaval, traditional businesses may struggle in their adaptation to the new reality. But as "necessity is the mother of invention", even a slew of old-line industries that once hesitated to embrace digital technologies are now being forced to do so for the sake of survival.



International speakers



**Prof. Alvaro Machado Dias • Ph.D (Brazil)**

*host of the event*

Alvaro Machado Dias is a Neuroscientist and Full Professor at the Federal University of Sao Paulo. Director of the Advanced Center for Decision-Making, member of the Behavioral and Brain Sciences (Cambridge), of MIT Tech Review's Global Panel, and author of 100+ academic papers. Dr. Dias is an IT columnist for the news portal, UOL, and hosts a TV show about tech industry.

**Moises Herszenhorn • M.Sc (Brazil)**

Moises Herszenhorn is the head of innovation at Votorantim Bank, and one of Latin America's most innovative executive leaders. He is leading a team that is transforming the way the financial sector uses artificial intelligence to accelerate lending and diminish defaults. He took part in multiple company acquisitions, by which he formed an in-depth view about what are the signs that a startup will prosper and how can entrepreneurs use that to enhance its value.



**Prof. Nuno Ramos Martins • Ph.D (Portugal/USA)**

Nuno Martins is an assistant professor at the University of California, Berkeley. He studies techniques that approximate artificial intelligence to the functioning of the human brain, and also the implanting of devices in the brain to connect it to the internet and allow brain to brain communication. Dr. Martins is the author of Human Brain-Cloud Interface, which was published by Frontiers in Neuroscience (Nature Group).



**Prof. Paolo Bellamoli • Ph.D (Italy)**

Dr. Bellamoli is the dean of the CUOA Business School (Vicenza, Italy) and Senior International Expert at UNIDO - United Nations Industrial Development Organization. He is also a leading figure in the field of Academic Business programs, guiding students in need of an academic path in business.



**Fabricio Pezente • M.Sc (Brazil/USA)**

Fabricio Pezente is the CEO of Thrive, an American fintech that does risk analysis for the American business using machine learning and big data. Mr. Pezente is a former MIT student. He received support from MIT to launch Thrive, whose operations spread through multiple countries. With a strong view of the fintech landscape, he has a particular look about what it takes to succeed.



**Prof. Will Holt • (UK)**

Prof. Holt is the Dean of Pearson Business School, where he is responsible for its overall operations and growth. He is also a professor, specialized in accounting and finance. Chartered Accountant with PricewaterhouseCoopers (PwC), with experience in audit and insolvency teams. He has vast business experience and is used to bridge the gap between the academic and the business worlds.



## Event

June 25

1pm-2pm (NYT)

June 26

1pm-2pm (NYT)

**The future of disruptive innovation technology and its role in shaping the post COVID-19 economy**

**Prof. Alvaro Machado Dias**

*Host of the Event*

**Moises Herszenhorn**

*Votorantim Bank*

**Fabricio Pezente**

*Thrive USA*

**Prof. Nuno Martins**

*University of California*

**The new technologies and their impact over business and careers**

**Prof. Alvaro Machado Dias**

*Host of the Event*

**Prof. Paolo Bellamoli**

*CUOA Business School*

**Prof. Will Holt**

*Pearson Business School*

## International Case Study Competition

US\$ 100.000

IN AWARDS

Do you believe that the technological progress creates both challenges and opportunities for executives and managers? Do you wish to dig deeper into this topic? IBS Americas challenges you and your friends to join this Case Study Competition about Digital Transformation and the Future of Work. US\$ 100,000 in international scholarships for the best projects. Click here to know more!

Enrollment until June 30th.

Form a 3-6 members discussion group to develop a case study, choose a company for your analysis and structure your work with the requirements listed in the Regulation. The case study prepared by your group will be evaluated based on the ability to identify key elements of the digitalization processes and challenges faced by the company, as well as the ability to identify and suggest creative and innovative management suggestions. US\$ 100,000 in international scholarships for the best projects. More info? Click here to access Regulation and Project Description.

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