

May 17th, 2018
18⁰⁰ – 20⁰⁰

Roche Learning
Center, Basel
Aeschenvorstadt 56



PMI Knowledge Transfer
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How Project Management can enable successful enterprise Digital Transformation?

Digital technology has considerably disrupted the way we work and interact and has created new business opportunities unimaginable not long ago.

While various industries have successfully integrated Digital into their business models and transformed their organizations, others are still not there.

How does effective Project Management enable successful enterprise-wide Digital Programs?

- What does Digital Transformation actually mean?
- What does it take to motivate and influence teams in a cross-functional and international environment?
- How to setup a winning communication plan?
- How to create a strong governance program model to support the implementation of innovative technologies?

About our speaker:

Ronízia Moura is a leader with over 15 years experience in customer-facing innovation roles in Pharma, mobilizing large cross-functional teams in an international setting. Globally-minded, she has a strong track record in product launches, talent development, Digital Transformation, Customer experience and change management.

Currently, she is the Customer Experience and Digital Lead for Roche in Europe, a region comprising 28 countries.

Program

Doors open	18:00
Welcome	18:30
Presentation	18:45
Apéro	20:15

More info and registration: www.pmi-switzerland.ch/events

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