



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

Chief Information Officer Leadership Development

Lead Digital Transformation in Your Organization

Program starts 5 May 2022



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___ OVERVIEW

Today's business environment is ever - changing and unpredictable. With so many technologies available, it is a must to correctly determine which solutions are useful for your business, positively impact customer engagement and satisfaction, and translate into tangible benefits reflected in the bottom line .

With the increased pressure for businesses to go digital, CIOs and business leaders driving their company's digital transformation must adopt four roles in the company: strategist, catalyst, technologist, and implementor. They have become the conductor of business innovation through technology and drivers of value in the digital era.

In this program, you will be immersed in the best practices and new trends of technology management and business solutions. You will learn the pillars of digital transformation, why platforms beat products, and how to make a digital business platform designed for sustainable growth and success. You will also learn how to launch, grow, and leverage the principles of open innovation for your digital business platform, as well as acquire relevant knowledge on its governance. You will be able to strategically evaluate competitors and gain a futuristic view of digital transformation across industries. Through practical exercises, you will also have an opportunity to design strategic business solutions in different scenarios using technology.

Most importantly, you will develop your leadership agility and capabilities in managing and retaining top talent responsible for driving the organization's digital transformation.

SCHEDULE

May 5, 12, 19, 26, June 2, 9, 16, 23, 30,
July 7, 14, 21, 2022 (Thursdays)

5:30 PM to 9:00 PM (GMT+08)

Except June 2, 2022, 8:30 AM to 12:00 PM
(GMT+08)

FORMAT

Live Online

FEES

PHP 75,000.00 or USD 1,500.00

*USD 1 = PHP 50.00

Alumni status will be granted
upon completion of the program





PROGRAM OBJECTIVES

This interactive online program provides insights and strategies for designing, monetizing, and launching a digital platform for the organization. It aims to develop top-notch CIOs and business leaders who understand and maximize the many possible ways to drive digital transformation.

By joining the program, participants will:

- Understand the fundamentals of Digital Transformation and align its process with current business strategies
- Gain fresh strategic insights that will boost leadership agility and speed of digital transformation
- Gain a deeper understanding and appreciation of the latest technology trends and digital tools to drive business innovation in the company
- Enhance their strategic thinking, ability to excellently execute plans, and ability to lead and manage a world-class IT organization
- Be able to create a roadmap for Digital Transformation strategies and initiatives for the business
- Be able to apply learnings and best practices in day-to-day IT operations.

KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners.

Develop Top-Notch CIOs and Business Leaders who Drive Digital Transformation

The program will develop current and aspiring CIOs and business leaders into top-notch drivers of digital transformation who can create and lead well-designed digital transformation roadmaps for their company. It will develop strategic thinking for aligning digital transformation initiatives with the company's objectives. It will teach participants how to maximize IT investments and leverage leading-edge technologies for the company's competitive advantage.

Enhanced Leadership and Management Skills of Digital Transformation Leaders

The program enhances the participants' capability to lead and manage a world-class IT organization. It develops people management skills for attracting, managing, and retaining top talent who are key drivers in their company's digital transformation journey.

WHO SHOULD ATTEND

Current and aspiring Chief Information Technology Officers, IT Managers, Supervisors, Specialists, Hardware Engineers, Software Programmers who want to be top-notch CIOs or IT Directors

Business Leaders and Senior Executives responsible for driving the company's digital transformation initiatives

Entrepreneurs and Business Owners who want to understand how to maximize their digital technology investments or drive technology adoption for their business



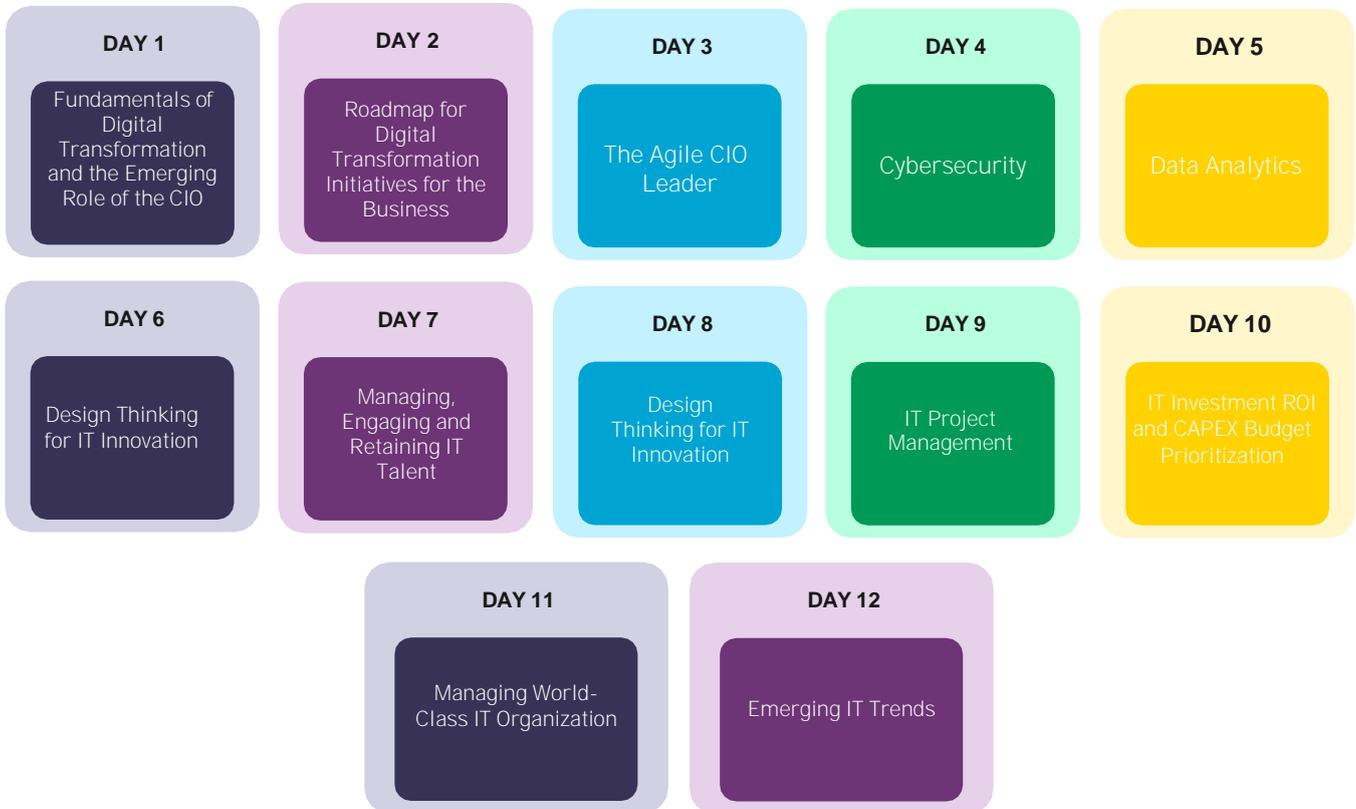
FOR INQUIRIES:

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WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT



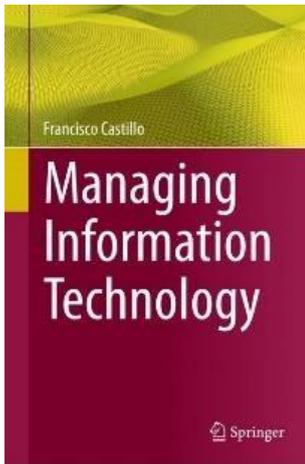
With One-on-One Executive Coaching



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Reference Book: “Managing Information Technology”, published by Springer (Germany)



ABOUT THE BOOK

There are two different, interdependent components of IT that are important to a CIO: strategy, which is long-term; and tactical and operational concerns, which are short-term. Based on this distinction and its repercussions, this book clearly separates strategy from day-to-day operations and projects from operations, the two most important functions of a CIO. It starts by discussing the ideal organization of an IT department and the rationale behind it, and then goes on to debate the most pressing need managing operations. It also explains some best industry standards and their practical implementation, and discusses project management, again highlighting the differences between the methodologies used in projects and those used in operations.

A special chapter is devoted to the cutover of projects into operations, a critical aspect seldom discussed in detail. Other chapters touch on the management of IT portfolios, project governance, as well as agile project methodology, how it differs from the waterfall methodology, and when it is convenient to apply each. Taking the fundamental principles of IT service management and best practices in project management, the book offers a single, seamless reference for IT managers and professionals. It is highly practical, explaining how to apply these principles based on the author's extensive experience in industry.

- Clearly distinguishes between strategic (long term) and operational (short term) concerns.
- Unites long term sustainability with short-term project management.
- Presents a seamless reference for IT managers, with numerous examples and practical checklists.

Participants to the program will receive a digital copy of “Managing Information Technology” as part of their course reading materials.

FOR INQUIRIES:



Your Program Faculty



Francisco Castillo, PhD., PMP, PfMP
Adjunct Faculty
Asian Institute of Management

Francisco Castillo, PhD, PMP, PfMP, is part of the Adjunct Faculty of the Institute and author of the book "Managing Information Technology," published by Springer (Germany). He is affiliated with Maynilad Water Services, Inc. as Sr. Vice President and Chief Information Officer and worked previously for a multinational technology consulting company as Managing Consultant for the Asia- Pacific, for Phinma as Assistant to the Sr. Executive Vice President, and Universitat Politècnica de Catalunya as Associate Director. He was recognized as the ASEAN CIO of the Year in 2013 and 2016.



Maria Angelica B. Lleander
Adjunct Faculty
Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with an Associate Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree and a Bachelor of Science degree in Psychology from the University of the Philippines.



Michelle C. Antero
Assistant Professor
Asian Institute of Management

Michelle is an Assistant Professor and Associate Dean at Asian Institute of Management. She has over a decade of experience working as an educator and is an Fellow of HEA. She taught at Zayed University, Copenhagen Business School and IT University of Copenhagen. She taught several undergraduate and graduate courses in Information Technology, Information Security, eBusiness, and Systems Analysis and Design.

She holds a Ph.D. in Information Systems from Copenhagen Business School, an M.Sc. in Analysis Design and Management of Information Systems (With Distinction) from London School of Economics, and a B.Sc. in Business Economics (deans medal) from the University of the Philippines.

Michelle also has over 12 years of extensive experience in Silicon Valley in California. She started her career at Accenture, where she advised several telecommunications and Silicon Valley companies across the U.S. and Asia. She is considered a Subject Matter Expert (SME) in telecommunications. She has successfully developed and implemented billing solutions for Incumbent Local Exchange Carriers (ILECS). She also managed, implemented, and tested various software development projects at AT&T. As the founder and Managing Director of Kasei Tech Solutions LLP, she consulted with various start-up founders in the US, Middle East and UK in areas of strategy, security, IT compliance and data analytics.



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Matthew George O. Escobido
Adjunct Faculty
Asian Institute of Management



Prof. Matthew George O. Escobido is part of the Adjunct Faculty of the Institute. He was Program Director to the Institute's Department of Science and Technology-Leaders in Innovation Fellowship programs and the Master of Science in Innovation and Business. He started the Institute's Analytics Lab and Innovations Lab. He holds a Masters in System Design & Management from the Massachusetts Institute of Technology, a Master of Science in Mechanical Engineering at the Toyohashi University of Technology and an ABD (All but Ph.D. Dissertation) in Physics from the University of the Philippines. His expertise lies in Analytics, Innovation and Operations.

Rafael L. Camus
Clinical Professor, Strategy
Asian Institute of Management



Rico has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. He moved over to the media industry in 2003, with ABS CBN Corp., as convergence became a buzzword and retired there after 17 years in different divisions and responsibilities. His most recent responsibility as Innovation Officer involves consulting with the operating business units and build a culture of innovation across the company. He holds an MBA, with a concentration in Marketing and a minor in Decision Sciences, from the Wharton School of the University of Pennsylvania.

Bryan Joseph Anthony Q. Santiago
Adjunct Faculty
Asian Institute of Management



Bryan Santiago is a creative problem solver who is passionate about customers, innovation, and collaboration. He is an Innovation Consultant with 17 years of experience working with Fortune 500 Companies specializing in Innovation Management, Crowd sourcing and Communities of Practice. He is also an experienced Program, Project and Service Delivery Manager. He is currently the Head for Special Projects in Sky Cable Corporation where he is responsible for overseeing and managing Business Transformation and Digital Transformation Projects for the organization. He formerly worked for ABS-CBN Corporation as an Innovation Officer where he was responsible for leading and facilitating Design Thinking and Open Innovation Workshops.



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Emmanuel Q. Canivel
Clinical Professor, Finance & Accounting
Asian Institute of Management

Prof. Emmanuel Q. Canivel is an Adjunct Faculty of the Institute. His expertise lies in Strategic Management, Financial Institutions Risk Management, Corporate Risk Management, Investment Institutions Risk Management, Asset Liability Management, and Structured Trade Finance. He has a Master in Business Management and graduated with Distinction at the Institute. He also has academic background in Management Engineering at the Ateneo de Manila University.



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Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post -Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high - paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Post-Graduate Certificate in Leadership and Management
- Post-Graduate Certificate in Data Science and Information Technology

*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn two (2) units which can be credited to the Post-Graduate Diploma in Management.

* The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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