



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Senior Executive Program for Digital Transformation

OCTOBER 14 TO 18, 2024 | LIVE CLASSES

School of Executive Education and Lifelong Learning

In partnership with



SMU

Executive  
Development



EXECUTIVE  
EDUCATION  
2024 RANKING

## UPGRADE AND UPSCALE USING CUTTING EDGE TECHNOLOGY IN THE DIGITAL AGE

### Program Objectives

This comprehensive program empowers executives and managers to work through the intricacies of digital transformation and drive business growth. Through a blend of theoretical frameworks, practical tools, real-world case studies, and immersive experiences, participants will master strategies for harnessing digital technology to create exceptional customer experiences, optimize operations, and foster innovation.



Singapore Management University (SMU) Executive Development and the Asian Institute of Management School of Executive Education and Lifelong Learning (AIM SEELL) offer a diverse portfolio of programs designed to meet the evolving needs of executives and managers in the Asia-Pacific region. From digital transformation strategies and sustainability to steward leadership and innovation, our collaborative approach provides a comprehensive learning experience tailored to your specific challenges and aspirations.

Made specifically for C-Suite and senior leaders, the Senior Executive Program for Digital Transformation is meticulously crafted to elevate your digital skills, ensuring you lead with confidence and insight in the era of rapid technological advancement. Incorporate design thinking methodologies into your work processes and learn how to innovate properly for continued business growth.



## Key Benefits

### **Digital Transformation Strategy:**

Design and execute comprehensive digital transformation strategies aligned with organizational goals, incorporating customer insights, technological advancements, and

### **Customer Experience Enhancement:**

Utilize digital tools and platforms to create personalized, engaging, and value-driven customer experiences that foster loyalty and drive growth.

### **Change Leadership:**

Confidently lead their organizations through digital change, effectively managing transitions, communicating a compelling vision, and empowering teams to embrace innovation.

### **Innovation Culture:**

Promote a workplace culture that values experimentation, continuous learning, and adaptability, enabling organizations to thrive in the rapidly evolving digital landscape.

### **Design Thinking and Business Modeling:**

Apply design thinking principles and the Business Model Canvas to identify customer needs, generate innovative ideas, validate assumptions, and develop successful products and services.

### **Emerging Technologies:**

Stay ahead of the curve by identifying and evaluating emerging digital trends, technologies, and opportunities, enabling their organizations to remain competitive and capitalize on new growth avenues.



## Learning Content

### DAY 1

Briefing at AIM then fly out Manila to Singapore

### DAY 2



Leveraging Digital Technology to Enhance Customer Experience

### DAY 3



Technology Applications: Innovation in Action and Digital Transformation with International Exposure to Tech firms

### DAY 4

**ASIAN INSTITUTE OF MANAGEMENT**

Design Thinking and Business Model Innovation

### DAY 5

**ASIAN INSTITUTE OF MANAGEMENT**

Design Thinking and Business Model Innovation

Graduation

*\* Participants will have the opportunity to do a site visit and learn firsthand about excellence in innovation and technology applications through moderated sessions at Innovation Centers.*

## Who Should Attend

This program is ideal for C-suite executives and senior leaders who are grappling with the challenges and opportunities of digital transformation. It is especially relevant for those in strategic roles, equipping them with the knowledge and skills to navigate the digital landscape, make informed decisions, and drive their organizations towards success in the digital age.



## Program Faculty

● FROM THE ASIAN INSTITUTE OF MANAGEMENT

### ALBERTO G. MATEO, JR.

CLINICAL PROFESSOR, FINANCE & LEADERSHIP  
HEAD, SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING  
ASIAN INSTITUTE OF MANAGEMENT

Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is a practicing executive coach. Professor Mateo brings thirty-four years of progressive experience in general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



FROM THE SINGAPORE MANAGEMENT UNIVERSITY ●

### SHANTANU BHATTACHARYA, PHD

LEE KONG CHIAN PROFESSOR OF OPERATIONS  
MANAGEMENT, DEPUTY DEAN (PROGRAMS)  
LEE KONG CHIAN SCHOOL OF BUSINESS

Professor Shantanu Bhattacharya specializes in Supply Chain Management, Innovation Management, Operations Management, Data and Digitalization, Strategic Planning, and Sustainability. He has consulted for GSK, IBM, Pepperl Fuchs, MAS Holdings, and various other firms and consortia. In addition, he has served on advisory boards and taught executive development programs in diverse sectors. His teaching excellence earned him the Best Professor awards in the SMU Executive Education Division and the IESMU MBA program in 2017, and he was nominated twice for Best Core Professor at INSEAD.

## Program Faculty

● FROM THE SINGAPORE MANAGEMENT UNIVERSITY



### MICHELLE CHEONG

PROFESSOR OF INFORMATION SYSTEMS,  
ASSOCIATE DEAN, SCHOOL OF COMPUTING AND INFORMATION SYSTEMS  
POST-GRADUATE PROFESSIONAL EDUCATION, SINGAPORE MANAGEMENT UNIVERSITY

Michelle has 8 years of industry experience leading teams to develop complex enterprise-wide IT systems covering business functions from sales to engineering, inventory management, planning, production, and distribution. Upon obtaining her Ph.D., she joined SMU in 2005 where she teaches courses in data and decision analytics.

Michelle has conducted executive and professional trainings mainly in data analytics topics for many public and private organizations including Johnson & Johnson, Ferring Pharmaceuticals, Ortho Clinical Diagnostics, Infineon, John Deere, Singapore Airlines, PSA, NTUC Income, Great Eastern, Liberty Insurance, Health Promotion Board, DSTA, and individuals from open enrolment courses. Michelle has won many teaching awards at SMU. She also bagged the inaugural Teradata University Network Teaching Innovation Award 2013, which recognizes excellence in the teaching of Business Intelligence and Business Analytics.

## Academic Edge

● FROM THE ASIAN INSTITUTE OF MANAGEMENT

### Multicultural Learning Environment:

Students are exposed to a multicultural learning environment where they can benefit from insights from leading researchers, practitioners, and educators from the world's biggest and most varied continent.

### English as the Medium of Instruction:

English serves as the medium of instruction in institutions in the Philippines. This enables students from Western and Asian backgrounds to effectively communicate and collaborate with each other, enhance cross-cultural exchange, and open doors to global opportunities.

## Academic Edge

### ● FROM THE ASIAN INSTITUTE OF MANAGEMENT

#### ● A Foothold in Asia

Students are provided the opportunity to build a diverse network of contacts from both Western and Asian backgrounds. Connecting with professors, professionals, and fellow students from different cultures and academic disciplines can lead to valuable collaborations, internships, and career opportunities that span international borders

#### ● Unique Research Opportunities

Asia offers unique research opportunities for data driven students. Its geographical location, coupled with a rich social and environmental ecosystem, make it a hub for research and innovation. Students can partake in groundbreaking research projects that address pressing global issues.

### ● FROM THE SINGAPORE MANAGEMENT UNIVERSITY

#### ● Interactive Classroom Learning

Experience engaging sessions with senior faculty members possessing sector-specific knowledge, fostering interactive learning through open discussions and practical application.

#### ● Create Network Opportunity

Facilitate networking opportunities among participants, enabling the establishment of international sector connections.

#### ● Site Visits

Explore select Singaporean destinations that inspire innovation and spark meaningful discussions, guided by industry leaders and expert presenters.

#### ● Fireside Chats and Panels by Sector Leaders

Uncover the latest industry trends and gain actionable insights through an interactive Q&A with Singapore's leading experts.



## Program Details

### DELIVERY FORMAT:

Live Onsite at the Asian Institute of Management (AIM) and Singapore Management University (SMU).

Students will learn Design Thinking and Business Model Innovation at AIM, while Leveraging Digital Technology to Enhance Customer Experience, Technology Applications: Innovation in Action, and Digital Transformation will be taught at SMU.

### PROGRAM SCHEDULE:

**October 14 to 18, 2024**

### PROGRAM FEE:

**PHP450,000**



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Visit **aim.edu** for more details



**AACSB**  
ACCREDITED

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