

# CEE-SWISS IMPULSE SESSIONS

45 minutes  
inspiration

## THE DIGITAL REVOLUTION

Prof. Mikołaj Jan Piskorski, IMD

What can CEE economies do to take advantage of the digital revolution, and how can Switzerland support?

### DATE AND TIME:

31st of August, 2021

11:00 - 11:45 CET, online webinar

### REGISTRATION:

Please sign up by sending an email to [impulse@cee.swiss](mailto:impulse@cee.swiss) The login details will be sent to you via email.

**About IMD** - International Institute for Management Development (IMD) was founded in 1990 and is a private business school in Lausanne, Switzerland. According to the Financial Times, IMD ranks first in executive education and in open program worldwide

**About the webinar series:** The «CEE-Swiss Impulse Sessions» is a monthly series of short webinars on exciting, current and relevant topics concerning Switzerland and Central Eastern Europe (CEE). It is delivered by outstanding speakers from many different backgrounds. The webinar series aims at inspiring, informing and connecting a diverse audience across industries and functions and thus advance the manifold relationships between Switzerland and all CEE countries. Initiated in 2021 by the Chamber of Commerce Switzerland Central Europe (SEC) in Zurich, this is a joint project of all chambers of commerce in the CEE region and SEC.



### More information about our Keynote Speaker:

Mikołaj Jan Piskorski who often goes by the name Misiiek, is a Professor of Digital Strategy, Analytics and Innovation and the Dean of IMD Southeast Asia and Oceania. He is an expert on digital strategy, platform strategy, and the process of digital business transformation. At IMD, Professor Piskorski is the Director of the Digital Strategy program, and a co-director of Leading Digital Transformation and Digital Execution programs.

Born in Poland, Professor Piskorski received his B.A and M.A. (Cantab) from the University of Cambridge, where he read Economics and Politics at Christ's College. Subsequently, he received his A.M. in Sociology and Ph.D. in Organizational Behavior from Harvard University. After completing his Ph.D. he became a faculty member in the Organizational Behavior area at the Graduate School of Business at Stanford University. In 2004, he returned to Harvard, before coming to IMD in 2014.



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