

Digital Strategy, Analytics and AI

Connect your digital strategy
with data analytics and AI

IMD / Real learning
Real impact

TOP3

WORLDWIDE
EXECUTIVE EDUCATION
10 YEARS IN A ROW

2012–2022

Financial Times

Transform your digital strategy with AI and data analytics

Advances in generative Artificial Intelligence like ChatGPT, offer you the opportunity to build smarter business models, make better decisions, and generate new value for your customers. But how do you integrate AI into your digital strategy to boost growth and results?

IMD's Digital Strategy, Analytics and AI program provides you with a comprehensive framework that integrates digital strategy with data analytics and AI, enabling you to add value in your digital transformation. Over five days, you will learn about

platform ecosystems and how the platform way of doing business is different. For success, you need to not only know the platform strategy, but also learn how this connects with your data analytics, AI, and data strategy.

Using a hands-on experiential approach, the program will equip you with practical tools and new confidence to leverage digital strategies, analytics, and AI and create sustainable competitive advantage for the long term.



“

Organizations struggle to identify optimal AI strategies and how to implement them. Demystifying machine learning and understanding its uses and limitations is crucial to organizational success.



Amit Joshi
Program Co-Director
Professor of AI, Analytics, and Marketing Strategy

Key learnings

Build an integrated understanding of digital strategies, data analytics, and AI

Accelerate your digital transformation with IMD's Digital Strategy, Analytics and AI program. Learn how to seamlessly integrate AI, leverage data analytics, and harness platform ecosystems to drive smarter business decisions and fuel sustainable growth in the digital era.

Explore digital platforms

Explore the different digital platforms and see how you can replicate their success factors.

Learn about analytical models

Learn about the various types of analytics and commonly used analytical models.

Leverage Artificial Intelligence

Understand how open/generative AI models like ChatGPT can help you generate new value.

Build an integrated understanding

Build an integrated understanding of digital strategies, analytics, and AI to ensure you execute with confidence.

Your learning journey

An experiential five-day journey on campus to connect your digital strategy with data analytics and AI

Day 1

- Program introduction: digital strategy
- Digital strategy: Elsevier case
- From digital strategy to big data and analytics

Day 2

- Advanced analytics models I
- Winning digital strategies from China
- Advanced analytics models II

Day 3

- Meet the alums!
- Introduction to regression
- Artificial Intelligence and machine learning

Day 4

- Application back to your business
- Decision making with Bayesian
- Digital safari

Day 5

- Your cybersecurity strategy
- Working on your digital and analytics strategy

Learning toolkit



Case studies



Data visualization exercises



Stress test workshop



Peer-to-peer coaching

Meet your

Program Directors



Amit Joshi

Professor of AI, Analytics,
and Marketing Strategy

Amit Joshi specializes in helping organizations use Artificial Intelligence and develop their big data, analytics, and AI capabilities. An award-winning professor and researcher, he has extensive experience of AI and analytics-driven transformations in various industries such as banking or retail.

[Read full biography](#) ↗

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Companies that manage their data through superior data strategies will gain advantage over their peers and competitors.



Misiek Piskorski

Professor of Digital Strategy,
Analytics, and Innovation

Misiek Piskorski is an expert on digital strategy, platform strategy, and the process of digital business transformation. He works with companies in various industries across the globe to demystify digital transformation and supports them throughout their transformation journey.

[Read full biography](#) ↗

“

Machine learning offers you an infinite choice of analyses, but you need to know which ones are truly strategic and fundamental to your business.

You are

A seasoned manager responsible for developing and implementing a digital strategy

and looking to dive deeper into the topics of digital transformation, analytics, AI, and platform strategy and connect these platforms together.

Looking to boost your digital transformation capabilities

and while you master the foundations, you need to make increasingly complex decisions related to digital transformation and leveraging analytics/AI.

Eager to join a diverse group of like-minded peers

from different industries, cultures, and nationalities and who face the same digital-related challenges.



“

What an inspiring week. I learned from amazing faculty and about 50 other global professionals in different industries. We are all on the same path to transition from legacy mode to a digital journey for our businesses and clients. Very exciting!

Tania Mueller
Head Client Service Center of Excellence
UBS, Switzerland

Connect with
a diverse group
of global peers

18

years of
experience

81%

senior & C-level

43

average age

16

nationalities

What our participants say



Marcel Härtlein
Group Head Digital & Member
of the Executive Board
Lalique Group, Switzerland

“

Awesome attendees, faculty, and exciting conversations on overcoming the (significant) challenges in digital transformation. It's a fantastic learning experience, delivering valuable insights, practical action items and world-class tools.



Nadege Desa
Chief Financial Officer
Remington Seeds International,
Switzerland

“

I discovered and experimented with fundamental and exciting new marketing concepts which I can now take back and apply to my own context.



Paulo Martins
Chief Executive Officer
Machrent, Portugal

“

Cutting-edge digital marketing insights built on pertinent real cases and delivered by top professors who create a highly interactive and effective learning experience. Now I know how to make our company's value proposition even more meaningful and attractive!



Earn a Digital Excellence Diploma from IMD

Take digital learning at IMD one step further. To receive IMD's Digital Excellence Diploma, complete a total of 15 days of programs, plus an online exam.

Whether you are already leading transformation or exploring work opportunities with more digital responsibilities, the diploma will quickly equip you with confidence, inspiration, and extensive new digital skills.

15

days of digital programs



Exam



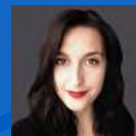
IMD Digital Excellence Diploma

Find out more



“

The diploma has made me more confident in my discussions around digital transformation.



Sephora Guedj
Client Manager
Digital Consultant NTT, Switzerland

“

IMD's digital programs are so motivating, you keep discovering more. Every leader should take the diploma.



Amrou Hassanein
CIO & Member of the Executive Committee
NBK Private Bank, Switzerland



Challenging what is and inspiring what could be

About IMD

IMD has been a pioneering force in developing leaders who transform organizations and contribute to society since it was founded more than 75 years ago. Led by an expert and diverse faculty, with campuses in Lausanne and Singapore as well as a Management Development Hub in Shenzhen, IMD strives to be the trusted learning partner of choice for ambitious individuals and organizations worldwide. Our executive education and degree programs are consistently ranked among the world's best by the Financial Times, Bloomberg, Forbes and others. Our leading position in the field is grounded in our unique approach to creating **real learning, real impact**. Through our research, programs and advisory work we enable business leaders to find new and better solutions: **challenging what is and inspiring what could be**.

Learn more



19,000⁺

executives come to IMD
each year from 120+ countries
and virtually every industry.



Most published institution
in Harvard Business
Review and MIT Sloan
Management Review.*

92%

of participants report significant
personal impact from attending
an IMD program.**

*2020-2022, after HBS and MIT authors.

1,600⁺

organizations trust IMD
to develop their leadership
talent each year.

130,000⁺

alumni in over 180 countries
form a powerful network
of global connections
and opportunities.

97%

of participants would
recommend IMD to a friend
or a colleague.**

**Survey of 2022 participants.



Start your journey

Fee

CHF 10,900

[Apply now](#)

Contact

Program Advisor Team
info@imd.org
+41 21 618 06 06

[Schedule a call](#)

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