**Title**

Pillars of Digital Transformation:Data, Analytics, and Insights

**Speaker**

Dr. Joe Sutherland

**Abstract**

This talk is a brief survey in how to digitally transform your organization with data, analytics, and insights. In this talk, we introduce the audience to transformational business models in technology, finance, and healthcare, and show how they integrate into organizational capability models. We share how to employ industry leading management structures, hiring solutions, and leadership practices to leverage these use cases and augmented capabilities, while reducing modeling bias and discrimination through innovative new policies. Finally, we demonstrate how these changes can transform traditional business and operating models into fully digital models.

**Key Takeaways**

* Understand the difference between artificial intelligence (AI), machine learning (ML), and data science. Cut through the hype to understand what AI can -- and can’t -- do.
* Discover how AI can create process efficiencies and new insights.
* Strategize on how to employ analytics technologies in the modern era, where ethical, legal, and social concerns are at the forefront.

**Target Audience**

This short course engages executives, technical personnel, and general audiences alike. The course is targeted for a non-technical audience.