Digital Transformation in Business: Beyond Doing to Being

An Imperial Business Partners Executive Insights meeting
6 February 2020 | 08.30-14.10 | The Brewery, 52 Chiswell Street, London, EC1Y 4SD

Powered by Imperial Business Partners, this event will challenge preconceptions in industry about implementing digital tools and cultures. Come prepared to think about digital strategies that will generate internal efficiencies and provide better external service and product offerings.

This is a great opportunity for senior executives, innovation managers, R & D leaders, and digital strategists to network and learn with likeminded professionals.

Academic Speakers

Professor Tommaso Valletti - Digitalization and Regulatory Issues

To succeed as a business based on digital products and platforms and prevent litigative intervention by regulatory bodies, an understanding of the market policy context is crucial. Drawing on his experiences as Chief Competition Economist for the European Commission, Professor Tommaso Valletti will unpack significant regulatory issues encountered by companies invested in digitalization, such as antitrust and consumer data privacy.

Professor Valletti’s main research interests are in industrial economics, regulation, and telecommunications economics.

Professor Michael Bronstein - The Innovation Potential of Network Based AI

Professor Michael Bronstein will be discussing the power of network based artificial intelligence to enable product and service innovations in a variety of industry contexts. Utilising his extensive knowledge of the startup world and time as Head of Graph Learning Research at Twitter, Professor Bronstein will show how his novel techniques apply to social media, biological data, computer vision and graphics.

Professor Bronstein’s main expertise is in theoretical and computational geometric methods for data analysis, and his research encompasses a broad spectrum of applications ranging from machine learning to computer graphics.
Digital Transformation in Business

Dr Ileana Stigliani - Human-centric Design Thinking

Discussions around digital transformation in business are often overly preoccupied with the leveraging of data and the adoption of digital technologies. Dr Ileana Stigliani will discuss the value of using Design Thinking to drive digital transformation. By empathising with the needs and pain points of users and by using digital technologies to deliver innovative solutions to meet these needs, this approach, which starts from outside of the organization to drive change internally, helps businesses embrace the complex challenges of digital transformation in a way that is not only human-centred but also more effective.

Dr Stigliani’s research focuses on the cognitive aspects of innovation and utilising design thinking to generate digital transformation from the outside in. She investigates these themes in design-based companies – for example, Alessi, Kartell, Alfa Romeo, Piaggio, and Ducati.

Professor Lucia Specia - Supporting Business with Natural Language Processing

Natural language processing (NLP) technologies can support businesses in various ways by enabling or facilitating human-human (e.g. word prediction, machine translation) and human-machine communication (e.g. chatbots). Professor Lucia Specia will provide an overview on the most recent developments in NLP, in particular those based on deep learning, as well as current challenges in the field.

Professor Specia’s research focuses on various aspects of data-driven approaches to natural language processing, with a particular interest in multimodal and multilingual context models and work at the intersection of language and vision.

Industry Panel Discussion

Confirmed speakers:

Pierre-Frederic Jaffre, Delivery Lead and Director, Data and Artificial Intelligence, Microsoft EMEA
Dermot Lynch, Head of Business Development and Strategic Marketing at ABB
Simon Levine, Co-Global CEO and Managing Partner at DLA Piper

Facilitator:

Maria Jeansson, Tech Foresight Strategy Manager, Imperial College London
Aptap provides an intelligent bill and subscription management platform that automatically detects recurring payments from a user’s transactions and builds their financial and usage profile.

CogniSense have developed remote condition-monitoring radio-frequency device that can obtain more data than could ever be achieved with point-based sensors.

Donaco uses automation and smart fundraising tools to allow charities like UNICEF to target and convert donors directly at the moment of intent.

Pollstr provide a technology that looks for patterns in thousands of parcels to assess whether the package should be manually inspected, reducing the time needed to process parcels by at least 30%.

Schoolx is an online education platform that tackles the lack of education access in less advantaged communities (such as refugees).

Sonodot will introduce their plug&play and high-performance indoor location intelligence platform for warehousing and factory automation.

TOffeeAM allows the robust multiphysics optimization for fluid and heat transfer in complex configurations.

For further information on this event contact ibp@imperial.ac.uk

Visit our website at www.imperial.ac.uk/ibp