Speaker Q&A Series

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1. In your view, what goes into shaping a Digital Strategy and implementation?

Digital strategy has to be consumer-first, technologic solutions second. It is about understanding the consumers and their problems, painpoints, needs and wants. Then we find how we can solve this problems and tap into opportunities through digital. The aim is to improve the consumer **experience**, effectiveness in targeting consumers and efficiency on how we are delivering the services.

Digital strategy is always rooted in actionable insights derived from data, but strategy needs to always also has a strong point of view. It is taking a stand about what you are doing and what you are not doing. Effective digital strategy builds business and brand.

In terms of implementation, that is of utmost importance because strategy is just theory vision until the rubber hits the ground. I favour agile methods, where you can spot problems quickly and test fast. Those methods require more involvement from everyone, but are also more effective. Everyone needs to have skin in the game.

2. What were some of the challenges you faced and how did you overcome them?

Many organizations say that they are data-driven, but reality is anything but. Data might be there, but it is in different places and the quality is not actually that good. Turning companies to truly insights-driven is a hard task and it requires mindset change, not just access to dashboards. Change management is always challenging, but you are able to overcome it by showcasing the value with the new ways of working. Data-driven mentality should be part of every employee.

3. What are some of the technology tools you would wish for organizations to be more effective?

Even though there has been huge leaps in different technologies, we all still spend substantial amount of time doing mundane things that should have been automated and done by robots ages ago. Every time an executive wastes her time in filling expense claims or timesheets, it is time away of doing actually high-value work. Everything that is mundane and does not provide value, should be automated. Quite often the better solutions are there, but based on habit and IT protocols companies are forced to use ancient legacy systems. You can provide as innovative solutions as possible, but if basic things are done in ineffective ways you are unleashing to full potential of your company.