

# **Digital Transformation Strategy**

## **Leading Technology Change in Today's Business Environment**

2025-10-10

### **Webinar Overview**

Digital transformation has moved beyond buzzword status to become an essential business imperative. However, many organizations struggle to develop and implement effective digital strategies that drive real business outcomes. The challenge is not just selecting the right technologies, but also managing organizational change, aligning transformation initiatives with business goals, and creating a culture that embraces innovation.

In this executive-focused webinar, Elena Popescu, a seasoned digital strategy consultant, will provide a pragmatic framework for leading successful digital transformation initiatives. Drawing on her experience guiding diverse organizations through digital change, Elena will share practical insights, case studies, and actionable recommendations that apply across industries and organizational sizes.

### **Key Topics**

- **Digital Transformation Framework:** A structured approach to planning and execution
- **Technology Selection:** Criteria for evaluating and selecting transformation technologies
- **Organizational Alignment:** Ensuring business and technology strategies work together
- **Change Management:** Leading people through digital change effectively
- **Measuring Success:** KPIs and metrics for digital transformation initiatives
- **Common Pitfalls:** Avoiding frequent mistakes and overcoming resistance
- **Innovation Culture:** Building an organization that embraces continuous improvement
- **Future-Proofing:** Creating adaptable strategies for ongoing technological change

## **Agenda**

Time	Topic
00:00 - 10:00	Digital transformation: beyond the hype
10:00 - 20:00	Framework for effective digital strategy development
20:00 - 35:00	Technology selection, evaluation, and integration
35:00 - 45:00	Organizational alignment and change management
45:00 - 55:00	Case studies: successes and failures
55:00 - 65:00	Measuring ROI and defining success metrics
65:00 - 75:00	Q&A session

## **About the Presenter**

Elena Popescu is a Digital Strategy Consultant with over 15 years of experience guiding organizations through technological transformation. As the former Chief Digital Officer of a Fortune 500 company, she led a successful enterprise-wide digital transformation that increased operational efficiency by 35% and created multiple new digital revenue streams.

Currently, Elena works as an independent consultant advising executives across industries on digital strategy and implementation. She has helped more than 50 organizations—from startups to global enterprises—develop and execute effective digital transformation initiatives. Elena holds an MBA from INSEAD and regularly contributes to leading business publications on the topics of digital leadership and strategic innovation.

## **Who Should Attend**

- C-suite executives and senior leaders driving digital initiatives
- IT directors and CIOs responsible for technology strategy
- Business unit leaders impacted by digital transformation
- Project and program managers overseeing transformation initiatives
- Strategy and innovation directors
- Consultants advising on digital transformation
- Business owners seeking to modernize their operations

## **Registration Information**

Registration for this webinar opens on August 15, 2025. Space is limited to ensure interactive discussion and quality Q&A opportunities.

- **Standard Registration:** \$45 (includes access to the live webinar and recording)

- **Executive Package:** \$95 (includes additional strategy templates, assessment tools, and a digital maturity evaluation guide)

## **Frequently Asked Questions**

### **Is this webinar applicable to small and medium businesses?**

Absolutely. While the scale may differ, the principles and framework presented apply to organizations of all sizes. We'll include examples relevant to various company sizes.

### **Will this cover specific technologies or platforms?**

The webinar focuses on strategic approaches rather than specific technologies. However, we will discuss criteria for evaluating and selecting appropriate technologies based on your organizational needs.

### **How technical is the content?**

This webinar is designed for business leaders and takes a strategic rather than technical approach. Technical concepts will be explained in business terms, making the content accessible to non-technical executives.

### **Do you offer group rates for multiple attendees from the same organization?**

Yes, we offer discounted rates for groups of 3 or more. Please contact us at webinars@chen.ist for details.