

## Digital Transformation, AI and Virtual Workforce

COVID-19 has forced corporations globally to implement remote work and spurred a race to implement AI automation. Now that countries are slowly reopening, however, digital transformation is going to accelerate further, as organizations as well as employees recognize its many advantages.

### CONFERENCE ONLINE AND IN ENGLISH

In this unique panel event, we will bring together outstanding expert thought leaders from the US and Europe, to share their best practices on how to manage the virtual workforce into this new normal. We will discuss how organizations and employees can profit from higher work efficiency and less interpersonal conflict in virtual work environments, as well as from high cost and time efficiency for employees who don't have to commute and organizations that don't have to provide and maintain office space.

How can organizations use the crisis to push their employees to become more familiar with technology and give themselves and their teams the opportunity to upskill and retrain?

What is this future for jobs that have been the focus for automatization using AI as a service applications?

We have the ambition to share with you key insights to help you successfully manage digital transformation out of the crisis and to provoke your thoughts on how our collective, digitized future of work will look like.

### PANELISTS

#### Herve Buisson

Senior Advisor - Innovation and Technologies, Veolia Water Technologies  
Bio coming soon.

#### Philippe Dume

Vice President Operational Excellence, Trivium Packaging  
Adjunct Faculty, CNAM

Philippe Dume is an adjunct faculty at CNAM in Paris lecturing on digital transformation. He is also Vice President Operational Excellence at Trivium Packaging. He was previously Senior Vice President at McKinsey leading large scale transformations and held various general director positions at Alstom, a rolling stock manufacturer and Impress, a packaging company. He has been living many years abroad in countries such as UK, USA, Russia and Romania. He is the author of a book on managing change ("Gérer le changement avec la méthode ACE"). He holds an MBA from the London Business School and an MSc from the University of Manchester.

### Cnam and UC Berkeley partnership

These 2 prestigious institutions are from now on partners as part of the [Cnam Executive MBA](#). Most particularly, this partnership applies to the specialisation Project Management and involves the delivery of a mutual academic program and student exchanges as part of the MBA study trips.

This new conference program is design to cross viewpoints on marketing, business from each side of the Atlantic.



June 19, 2020  
18h

Click on the link below  
[ATTEND THE CONFÉRENCE](#)

Be

UNIVERSI