



Harvard University

The GRADUATE SCHOOL *of* ARTS AND SCIENCES

JANUARY@GSAS

WINTER ACTIVITIES * JANUARY 12-23, 2015
FOR GRAD STUDENTS



“The Digital Revolution”



Its impact in everyone’s profession,
business and daily life.



< **ISDI** >
Instituto Superior para
el Desarrollo de Internet

< Digital Business Seminar: *face-to-face*

	9:00 to 10:30	10:45 to 12:00	13:30 to 15:00	15:15 to 17:00
Day 1	<p>TALENT IN THE DIGITAL ERA Getting ready for the digital job market. Steve Cadigan CEO CadiganVentures ex VP Human Resources Linkedin, Cisco...</p>	<p>DIGITAL MARKETING STRATEGY The customer digital funnel. Nacho de Pinedo CEO ISDI</p>	<p>SOCIAL MEDIA MANAGEMENT XXI Century markets are digital conversations Rodrigo Miranda Gral Mgr internetAcademi</p>	<p>LEADERSHIP IN SEARCH ENGINES To be or not to be. Javier Rodríguez Zapatero Gral Mgr Google Spain and Portugal</p>
Day 2	<p>MOBILE BUSINESS Always on in a mobile world. Fernando González-Mesones CEO Buongiorno - an NTT Docomo company</p>	<p>DIGITAL DESIGN & USER EXPERIENCE What digital customer really want. Luis Ferrándiz KPMG Digital Partner</p>	<p>DIGITAL METRICS & KPI'S Understanding Internet users, what they do on-line and how. Arnaldo Muñoz Gral Mgr AirBnB Spain and Portugal</p>	<p>BUSINESS DIGITAL TRANSFORMATION From corporate culture to startup spirit. Alberto Díaz CEO Digital Migration Partners</p>

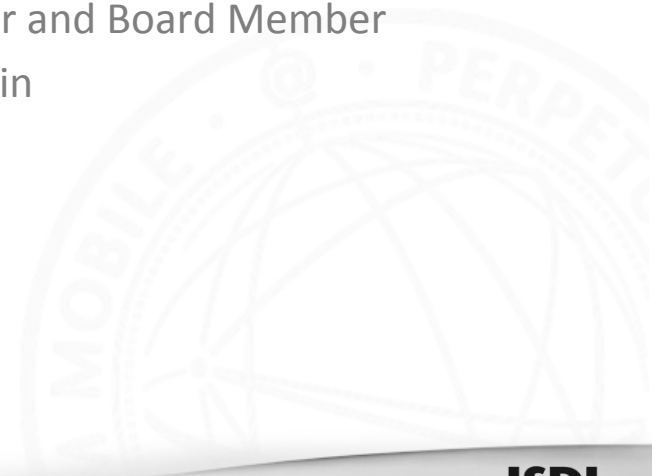
Some sessions will be delivered on-line.



STEVE CADIGAN



Founder Cadigan Talent Ventures
Talent Advisor, Speaker and Board Member
Ex VIP Talent at LinkedIn





NACHO DE PINEDO



Co Founder and CEO at ISDI

Business Angel & Advisor

Ex Strategy Director at Canal+ Digital+

Ex Marketing Director and Sales at Procter&Gamble

< JAVIER RODRÍGUEZ ZAPATERO



Managing Director Google Spain&Portugal at
Google

Business Angel & Advisor

Ex European VP Sales at Yahoo

Ex Sales and Manager at Procter&Gamble

< RODRIGO MIRANDA



General Manager ISDI/IAI
Business Angel, Advisor & Profesor
Ex General Manager Shackleton Buzz&Press

< LUIS FERRÁNDIZ



Partner at KPMG Iberia

CEO ADN

Ex Director TPI at Telefónica

Ex Sales Manager at Yahoo!



< FERNANDO GONZÁLEZ MESONES



CEO Buongiorno
Inventor&Co-founder Pulsa y Voy
Ex Spain & Latam Procter&Gamble

< ARNALDO MUÑOZ



General Manager Spain & Portugal Airbnb
Ex CEO Budgetplaces
Ex Marketing Director at Terra and Nike
Ex Product Manager at Procter&Gamble

< ALBERTO DÍAZ



Partner at Digital Migration Partners
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