

FALL 2024

**MANA 7397 LEADING DIGITAL TRANSFORMATION**

Dr. Sanjiv Kumar

Asynchronous Online

Course Description

The introduction of new digital technologies and applications of artificial intelligence (AI) in the workplace is rapidly changing stakeholder expectations and requiring organizations to evolve and build new organizations capabilities. While many leaders and managers do NOT have to be technology experts, they DO have to understand how to leverage technology to enable competitive advantage and company success.

This course will blend latest insights, practices, and research to focus on:

1. What are the challenges and opportunities of a digital transformation?
2. How to lead a digital transformation recognizing aspects of leadership that are changing (and not changing) and why?
3. What are the key elements of an effective digital transformation strategy, vision, and roadmap that a leader should focus on?
4. How to build the talent capabilities and culture for the organization and its people to leverage digital technologies?
5. What are the personal qualities (skills, mindsets) that you need to develop to drive your organization toward continued digital transformation success?

Instructor Bio

Sanjiv Kumar, Ph.D., most recently, was the Global Head of Talent Management for Applied Materials, Inc., a silicon-valley based global semiconductor company. His focus was on working with C-suite and executive management to drive profitable growth for the company by building differentiated leadership and management capability and powering a culture of high performance and engagement. Prior to Applied, Sanjiv has also led the Human Capital consulting practices for a couple of companies including Deloitte Consulting. Sanjiv has led transformation efforts (including digital) in global and complex organizations operating in fast-paced and results-driven environments. He has operated across a breadth of industries including Technology, Consulting, and Energy. Sanjiv is a proud alum of the Bauer School, University of Houston, where he got his MBA and Ph.D. in Management. He has taught MBA and Executive MBA courses for both University of Houston and Tulane University. He has also published articles in the *Strategic Management Journal* and *Business Horizons*.