



Simposio Internacional / *International Symposium:*

## **Diseñando el futuro: innovación y tecnología para la empresa. Oportunidades y desafíos**

*Designing the future: Innovation and technology for businesses.  
Opportunities and challenges*

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### **GEORGE WESTERMAN**



George Westerman is an award-winning author and a Principal Research Scientist with the MIT Initiative on the Digital Economy. His research and teaching focus on digital transformation, technology leadership, and the changing demand for skills in the digital economy.

He has written three award-winning books for senior executives, and he contributes regularly to publications such as Harvard Business Review, Sloan Management Review and The Wall Street Journal.

George joined the MIT Sloan School of Management in 2002 after earning a doctorate from Harvard Business School. Prior to that, he gained more than a dozen years of experience in product development and technology leadership roles.

He currently serves on the Board of Directors of the Technology Business Management Council, as co-Chair of the MIT Sloan CIO Leadership Awards, and as Faculty Director for the Workplace Learning Collaborative in the MIT Jameel World Education Laboratory.

A leading voice on digital leadership and innovation, he works regularly with senior leadership teams around the world.