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## Design Thinking for Digital Transformation

### INTERNATIONAL KNOWLEDGE AND BEST PRACTICES SHARING CONFERENCE

Tuesday, Feb. 20<sup>th</sup>, 2024, 8:25-17:00, Nicol Building, Room 4010, Carleton University, Ottawa

Registration: \$50.00+HST: <https://payments.carleton.ca/sprott/dtfdt-conference/>

The ubiquitous spread of artificial intelligence, blockchain, internet-of-things, virtual reality, and cloud computing applications has created both challenges and unprecedented opportunities for companies and public organizations, pushing them to act on ongoing disruptions by restructuring their operating models, gaining new levels of efficiency, or enabling new ways of creating value for their key stakeholders.

Design thinking is a comprehensive management approach with a powerful toolset that enables organizations to address complex, dynamic, interrelated, and multiple-stakeholder problems emerging within the context of digital transformation initiatives. The challenges of digital transformation, however, are not just related to the technical aspects of technology development or adoption. Managers need to acquire a design-driven mindset to drive the transition to a digital mode of operations and value creation.

The conference offers participants the opportunity to engage with a team of internationally renowned experts and get familiarized with the ways of using design thinking in managing digital transformation initiatives. The discussion will focus specifically on the need and the challenges of using a design thinking approach in addressing the opportunities for private and public organizations that arise as significant new technologies emerge – including the technologies that will emerge next. It will be valuable for managers, technology experts, business practitioners, and scholars interested in developing actionable insights on issues related to the adoption of business-critical and transformative digital technologies.

#### Agenda

08:00-08:25	<b>Registration &amp; Coffee</b>
08:25-08:30	<b>Opening:</b> <u>Eduardo Bailetti</u> , MC
08:30-08:35	<u>Stoyan Tanev</u> : <i>Why does digital transformation need design thinking?</i>
08:35-08:45	<b>Welcome:</b> <u>Jerry Tomberlin</u> , Interim President and Vice-Chancellor, CU <u>Iain Bitran</u> , Exec. Director, Int. Society for Professional Innovation Management
08:45-09:10	<u>Nilufer Erdebil</u> : <i>User-centered design for digital transformation initiatives</i>
09:10-09:35	<u>Abayomi Baiyere</u> : <i>Designing for digital – a preview on why and how</i>
09:35-10:00	<u>Joel Martin</u> : <i>Digital transformation at the National Research Council of Canada</i>
10:00-10:20	<b>Coffee break</b>
10:20-10:45	<u>Aida Alvarenga</u> : <i>Using Design Thinking at Export Development Canada</i>
10:45-11:10	<u>Daniel Schallmo</u> : <i>Characteristics of digital platforms from a B2B perspective</i>
11:10-11:35	<u>Craig Bremner</u> : <i>Design thinking? In the digital age do you still need to think?</i>
11:35-12:00	Q&A, Moderator: <u>Corey Timpson</u> , Principle, Prime Access Consulting Inc.
12:00-13:00	<b>Light lunch &amp; networking</b>
13:00-13:25	<u>Jonathan Calof &amp; Christophe Bisson</u> : <i>Digitalization for Competitive Intelligence with AI</i>
13:25-13:50	<u>David Hudson</u> : <i>Design thinking in action: A case study of digital transformation</i>
13:50-14:15	<u>George Kongalath</u> : <i>Experiences from a digital transformation project with the Government</i>
14:15-14:40	<u>Kevin Boudreau</u> : <i>Designing digital business platforms</i>
14:40-15:05	<b>Coffee break</b>
15:05-15:30	<u>Mark Levene</u> : <i>Using digitalization to develop a service-delivery mindset in Government</i>
15:30-15:55	<u>Michael Weiss</u> : <i>Digital product design for the Internet of Things</i>
15:55-16:20	<u>Somaieh Nikpoor</u> : <i>Assessing the trustworthiness of AI/Digital technologies</i>
16:20-16:45	Q&A, Moderator: <u>Dana Brown</u> , former Dean of the Sprott School of Business
16:45-16:55	<b>Closing:</b> <u>Dana Brown</u>

The conference is organized by the Technology Innovation Management (TIM) program at Carleton University in cooperation with the [Special Interest Group \(SIG\) on Digital Disruption & Transformation of the International Society for Professional Innovation Management](#).

### Special thanks

- *Technology Innovation Management Program* - a Masters Program at Carleton University offering multiple options for professionals including the Masters of Digital Transformation & Entrepreneurship: <https://graduate.carleton.ca/cu-programs/technology-innovation-management-masters/>
- *Sprott School of Business*, Carleton University: <https://sprott.carleton.ca/>
- *Future EDge Talent Eco-system*, offering innovative professional development and executive education at Carleton University: <https://carleton.ca/future-edge/>
- *International Society for Professional Innovation Management*: <https://www.ispim-innovation.com/>
- *TieCON Ottawa*: <https://ottawa.tie.org/>

### Conference Speakers (alphabetical order)

**Aida Alvarenga** is Innovation Lead & Product Owner, Knowledge Services, at Export Development Canada (EDC). Aida joined EDC right after she graduated from the Technology Innovation Management Program at Carleton University. She is the key driver behind the adoption of design thinking practices at EDC. <https://www.edc.ca/en/bio/aida-alvarenga.html>

**Eduardo Bailetti**, Instructor II, Technology Innovation Management Program, Sprott School of Business. Eduardo develops entrepreneurial competences and critical thinking skills in Carleton's graduate students by building their ability to conceptualize, discuss, and advocate for new business ventures. <https://sprott.carleton.ca/profile/eduardo-bailetti/>

**Abayomi Baiyere**, PhD, is an Associate Professor at the Digital Technology Area Group of Smith Business School, Queen's University. He is a Research Affiliate at MIT Sloan Center for Information Systems Research and a Visiting Scholar at the University of Turku. Before joining academia, he worked for companies such as SAP, ABN AMRO (Dialogues Incubator), and as an entrepreneur. AB's research focuses on digital transformation, digital disruption, and the societal impact of digitalization. His studies have looked at these issues from both organizational and societal perspectives. [https://smith.queensu.ca/faculty\\_and\\_research/faculty\\_list/abayomi-baiyere.php](https://smith.queensu.ca/faculty_and_research/faculty_list/abayomi-baiyere.php)

**Christophe Bisson**, PhD, is Scientific Director, International Strategy & Influence Program, SKEMA Business School, Paris. Christophe works on research and development of innovative competitive intelligence and anticipatory systems augmented by machine learning. He has received multiple international and national awards for his work, lectures for graduate programs in Paris, Raleigh and Suzhou, and provides training to top executives in the US, EU, ME, and Asia. <https://www.researchgate.net/profile/Christophe-Bisson>

**Kevin Boudreau**, PhD, is Professor of Entrepreneurship and Innovation at Northeastern University, USA, and Fulbright Canada Distinguished Research Chair in Entrepreneurship at the Sprott School of Business for 2022-2023. Kevin's expertise is in optimization of business models and the organization of digital platforms and digital organizational infrastructure. He has degrees in Engineering (Waterloo), Economics (Toronto), and Behavioral and Policy Sciences (MIT). <https://www.kevinboudreau.com/>

**Craig Bremner**, PhD, is an Adjunct Professor of Design at Charles Sturt University (CSU), Australia. Before moving to France to start a design consultancy he was Professor of Design at CSU during which time he was jointly Professor of Design at the University of Southern Denmark. Prior to these positions he was Professor in Design Pedagogy at Northumbria University UK, and before that Professor of Design at the University of Canberra, where he was also Dean of the Faculty of Design & Architecture. Craig's next book will appear in Feb. 2024: *Design for the Unthinkable World: Strange Ecology and Unwelcome Change*, co-edited with Paul A. Rodgers & Giovanni Innella. <https://arts-ed.csu.edu.au/schools/social-work-arts/staff/profiles/adjuncts/craig-bremner>

**Dana Brown**, PhD, is a Professor and former Dean of the Sprott School of Business at Carleton University. Dana joined Carleton University from De Montfort University in Leicester, England, where she was the Dean of the Faculty of Business and Law and Pro Vice Chancellor for Enterprise. <https://sprott.carleton.ca/profile/dana-brown/>

**Jonathan Calof**, PhD, is the UNESCO co-chair on anticipatory systems for innovation and venture creation. He is a recognized leader in intelligence and foresight, and particularly on the application of these techniques to innovation. A full professor of International Business and Strategy at the Telfer School of Management at the University of Ottawa, Dr. Calof combines research and consulting in competitive intelligence, foresight, collective intelligence, and business analytics to help organizations develop anticipatory systems that prompt the types of key insights that will lead to the innovations needed for the external environment of tomorrow. <https://telfer.uottawa.ca/en/directory/jonathan-calof/>

**Corey Timpson**, Principle, Prime Access Consulting Inc., is an active collaborator and thought leader in inclusive and multimodal experience design within the cultural and themed entertainment industries. Corey is the former Vice President, Exhibition, Research, and Design, at the Canadian Museum for Human Rights (CMHR) where he was responsible for the direction and oversight of all exhibition programs, research and curation, design and production across all media, digital platforms, and all collections-based initiatives. <https://www.pac.bz/team/>

**Nilufer Erdebil**, Award-winning design thinking and innovation expert. For over twenty years she has been a catalyst for innovation. She has worked extensively with public and private sector organizations to drive strategy, facilitate change, and introduce new products and services. Her experience working within different fields including telecommunications, application development, program management, and IT management gives her a deep understanding of the business challenges today's organizations are faced with. <https://ca.linkedin.com/in/erdebil>

**David Hudson**, PhD, Adjunct Professor, TIM Program, Sprott School of Business, and ICT Advisor at Innovation, Science and Economic Development Canada, Ottawa, Ontario, Canada. David is a capable technology executive with over 30 years total experience in industry. He has added a deeper academic research dimension, via a PhD in Management. The bulk of his experience has been in the development of technology to deliver value to firms and their employees. <https://ca.linkedin.com/in/dvhudson>

**George Kongalath**, Chief Executive Officer at Ideabytes Inc., operating in Canada, Sweden, India and Malaysia. Ideabytes is driving the adoption of IoT applications in multiple domains. George has put together an experienced team to deliver the efficiencies that companies are looking for in the post-Covid times. The company specializes in using digital technologies to drive innovations that bring returns in shorter terms. <https://ca.linkedin.com/in/kongalath>

**Mark Levene** is Manager, Partnerships and Outreach and Director, Innovation and Integration, at the Treasury Board of Canada. His team is responsible for working across Canada and internationally with partners on a variety of digital government issues. Mark serves as Canada's lead for Digital Nations and also chairs its new Greening Digital Government thematic group. <https://www.goc411.ca/en/150731/Mark-Levene>

**Joel Martin**, PhD, is the NRC's Chief Digital Research Officer and Chief Science Officer. He holds a Ph.D. in Computer Science, Machine Learning, from the Georgia Institute of Technology and completed post-doctoral studies at the University of Pittsburgh. Dr. Martin has received awards for exceptional leadership and for innovative approaches to technology transfer. He has published many peer-reviewed research articles and taught computer science courses at the University of Ottawa and Carleton University. <https://nrc.canada.ca/en/corporate/corporate-overview/biography-joel-martin>

**Somaieh Nikpoor**, Adjunct Professor, TIM Program, Sprott School of Business, Lead - AI Strategy and Data Science at the Government of Canada. Somaieh Nikpoor is a scientist, advocate, and mentor working at the intersection of AI, data analytics, and policy. She designs AI and analytics road maps based on organizational readiness and supports various policy initiatives on data and AI. She is passionate about the responsible development and application of AI technologies and helping others navigate through various AI ethics and AI policy topics and concepts. Somaieh holds a Ph.D. in Economics from the University of Ottawa. <https://www.linkedin.com/in/somaieh-nikpoor/>

**Stoyan Tanev**, PhD, Associate Professor, Technology Innovation Management Program, Sprott School of Business. Dr. Tanev's expertise is in technology entrepreneurship and new venture creation, digital innovation management, design thinking, and digital transformation in established firms. His research focuses on how entrepreneurs identify new opportunities, shape new businesses, or transform existing organizations to meet disruptive challenges and create new value propositions for key stakeholders. Stoyan has a multidisciplinary background including a PhD in Physics from the University Pierre & Marie Curie (Sorbonne), Paris, France, and a PhD in Theology from Sofia University, Sofia, Bulgaria. <https://sprott.carleton.ca/profile/stoyan-tanev-2/>

**Daniel Schallmo**, PhD, is an economist, lecturer, and author of numerous publications. He is Professor of Digital Transformation and Entrepreneurship at Neu-Ulm University of Applied Sciences, Director of the Institute for Entrepreneurship, and a member of the Institute for Digital Transformation. Dr. Schallmo's work and research focus on assessing digital maturity, developing digital strategies, designing digital transformation of business models, and implementing digital initiatives. <https://www.hnu.de/en/daniel-schallmo>

**Michael Weiss**, PhD, is Associate Professor of Technology Innovation Management at Carleton University. His research interests include digital innovation and the system-level application of artificial intelligence. He is particularly interested in exploring how generative AI can be used to augment human intelligence in the innovation process. Weiss received his PhD in computer science from the University of Mannheim, Germany. <https://carleton.ca/tim/people/michael-weiss/>