LEADING DIGITAL TRANSFORMATION IN THE AGE OF AI

LEADING DIGITAL TRANSFORMATION IN THE AGE OF AI 3 DAY COURSE

PROGRAMME OVERVIEW

No organisation is untouched by the accelerating impact of digital technologies. Across every sector, business models, customer experiences, products, services, and even the nature of work itself are being redefined by innovations such as artificial intelligence (AI), advanced analytics, cloud computing, augmented reality, 5G, the Internet of Things (IoT), digital twins, and blockchain. Technology has become not just an enabler of efficiency, but a fundamental driver of competitiveness and growth.

Yet capturing the full value of digital and AI demands far more than technology adoption. It requires leadership, strategic clarity, and a deep organisational transformation that rewires processes, builds new capabilities, and embeds data-driven thinking into the very fabric of the organisation. This is the true essence of digital transformation, and research shows that few organisations are realising its full potential.

PROGRAMME OBJECTIVES

- To explore how data, digital technologies, and business models are radically changing competitive dynamics across industries.
- To provide insights into the content and process of AI and digital transformation and how it unfolds.
- To help assess how an organisation should evolve and develop to extract the most value from AI and digital technologies.
- To equip you to make informed decisions and design innovation strategies that leverage technology to boost growth, productivity, and customer engagement.
- To provide practical guidance to help you map your organisation's digital and AI journey, anticipate challenges, and develop a roadmap for successful transformation.
- To present proven practices, lessons, and actionable insights from real-world case studies.

WHO IS IT FOR?

This programme is designed for managers and leaders who want to speak the language of digital and AI as well as access insights and practical frameworks needed to shape strategy and drive success in the digital and AI era. The programme will benefit managers and leaders:

- Seeking to learn about the opportunities afforded by digital technologies
- Looking to understand what it takes for success in the digital economy
- Either responsible for, or aspire to, shape their organisation's digital and AI business strategy
- Responsible for designing and mapping their organisations' digital and AI journey
- Contributing to or leading digital and AI business transformation

LEARNING JOURNEY

Day 1
- Decoding Digital and Digital Transformation
- Harnessing the Capabilities of Technology: Strategic and Operational Applications
- The Foundations and Application of Artificial Intelligence (AI)

Day 2
- Exploring Digital and AI Business Models
- Building a Strategy for Digital and AI
- Taking a Portfolio Perspective of Digital and AI Investments
- Implementing Technology and Delivering Value

Day 3
- Leading Digital and AI Transformation
- Pathways to Digital and AI Transformation
- Mapping the Pathway to Success
- Wrap-up, Lessons, and Takeaways

Professor Joe Peppard

Professor Joe Peppard is Academic Director at UCD Smurfit Executive Development and a leading authority on digital transformation, AI, and technology governance. He has held faculty positions at MIT Sloan School of Management, ESMT Berlin, and Cranfield School of Management, and advises executives and boards globally on how to lead in an era of accelerating technological change. A sought-after speaker on AI and digital transformation, Joe's research provides practical frameworks and insights to help leaders translate digital potential into real business impact. His work has been cited in *The Wall Street Journal,* including its feature on "10 Tech Events That Will Reshape the Trajectory of Business and Markets." In 2024, his case study *Driving Digital Transformation at Faurecia* was named a global bestseller by The Case Centre in the Strategy and General Management category.

Patrick Ward

Patrick brings extensive experience in technology leadership, business transformation, and AI adoption. He spent 12 years at Microsoft, launching Windows and Surface in Ireland and pioneering a global IoT consulting approach. He has led strategic engagements with organisations including Bosch, Siemens, and ABB, training and mentoring teams worldwide.

In 2023, Patrick founded Aitheria Partners to advise organisations globally on AI and Data Analytics adoption, aligning technology with business strategy. He also serves as Director of Partner Development (Europe) at the Edge AI Foundation and evaluates commercialisation funding for Enterprise Ireland.

Based in County Wicklow, Patrick holds a degree in Electronic Engineering from Technological University Dublin and an MBA from UCD Smurfit Business School.

APPLICATION INFORMATION

ADMISSIONS CRITERIA

Applicants must have at least 5 years professional experience to be eligible for this course. All candidates must apply to ensure a qualified, executive-level cohort experience. This course is delivered in person where you will engage with faculty and peers in an interactive, high-impact classroom environment. Participants are typically divided into small breakout groups designed to foster a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

TUITION FEES

The fee of €3,000 or €2,700 (UCD Business Alumni Rate) is a comprehensive cost that includes your tuition and all course related materials. Please note that fees must be paid in advance to secure a place. No VAT is charged.

APPLICATION PROCDURE

A completed application form and digital photograph are required. To apply for any of our short courses please email exec.dev@ucd.ie or contact a member of our team on +353 1 716 8889.

CERTIFICATE OF COMPLETION*

This course provides participants with a hard and soft copy "Certificate in Leading Digital Transformation in the Age of AI" awarded by UCD Smurfit Executive Development.

* Non accredited certification

Smurfit Executive Development
UCD Michael Smurfit Graduate Business School

FT **EXECUTIVE EDUCATION** 2025 RANKING

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