

# **CIONET 2019**

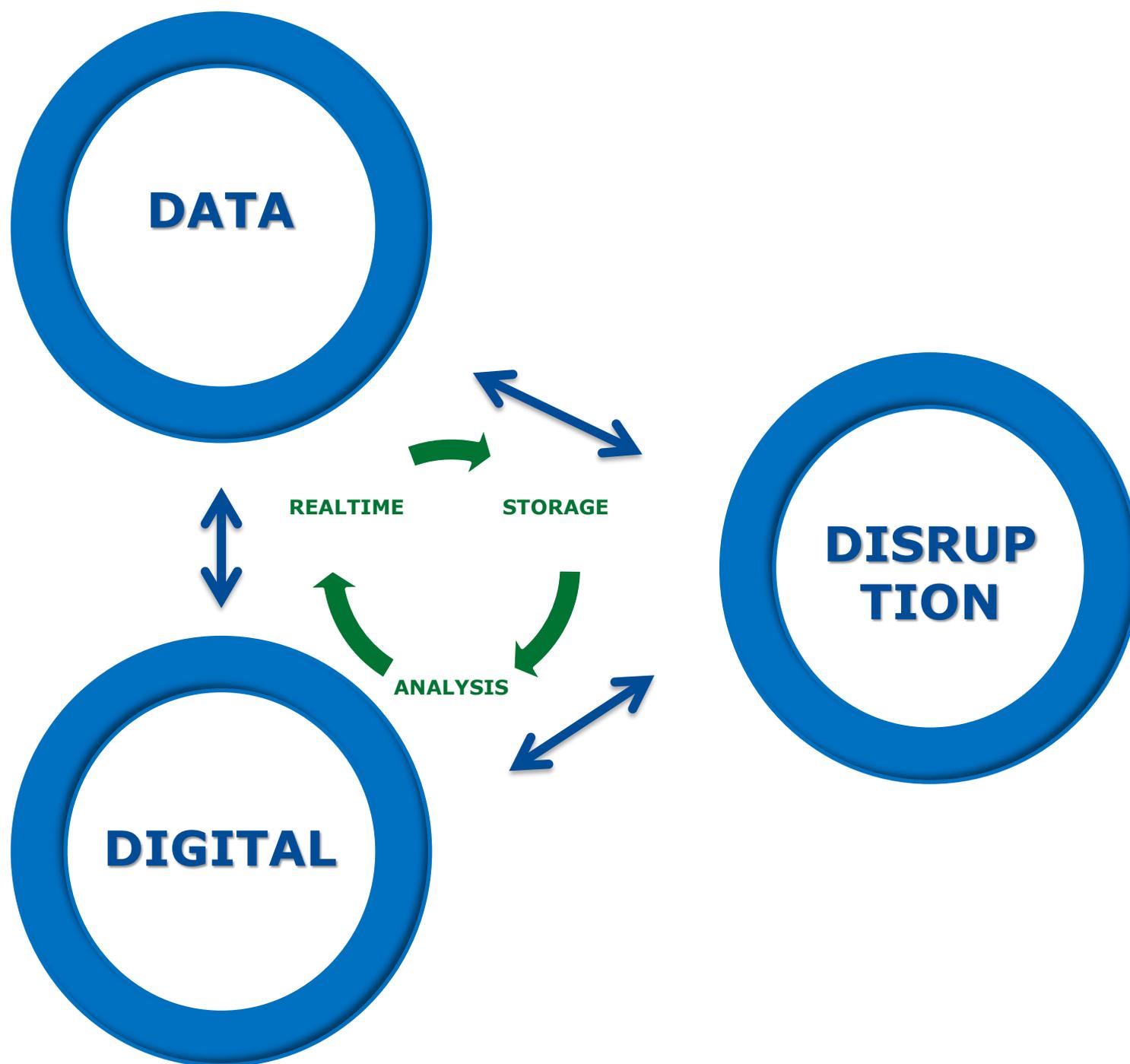
**MARION DEBRUYNE**

# 3D

**DIGITAL**

**DATA**

**DISRUPTION**





**“THE ESSENTIAL FACT ABOUT CAPITALISM”**



**THE 3D WORLD HAS THE POTENTIAL TO**

**REPLACE**

**ENHANCE**

**TRANSFORM**

**THE 3D WORLD HAS THE POTENTIAL TO**

**REPLACE BUSINESS PROCESSES**

**ENHANCE CUSTOMER JOURNEYS**

**TRANSFORM BUSINESS MODELS**

# HIDDEN FIGURES



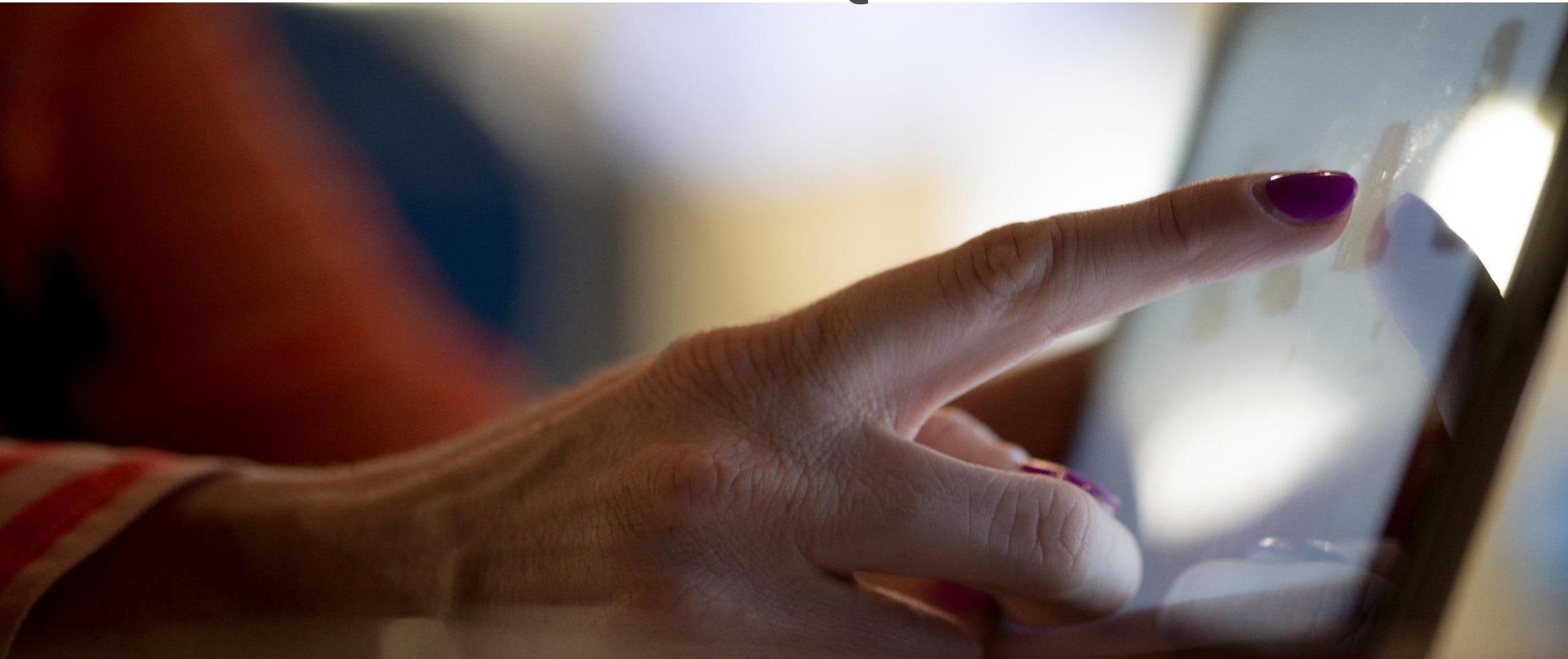
# JOB TITLE: "COMPUTER"



# HIDDEN FIGURES



**IF TECHNOLOGY IS THE ANSWER,  
WHAT IS THE QUESTION?**



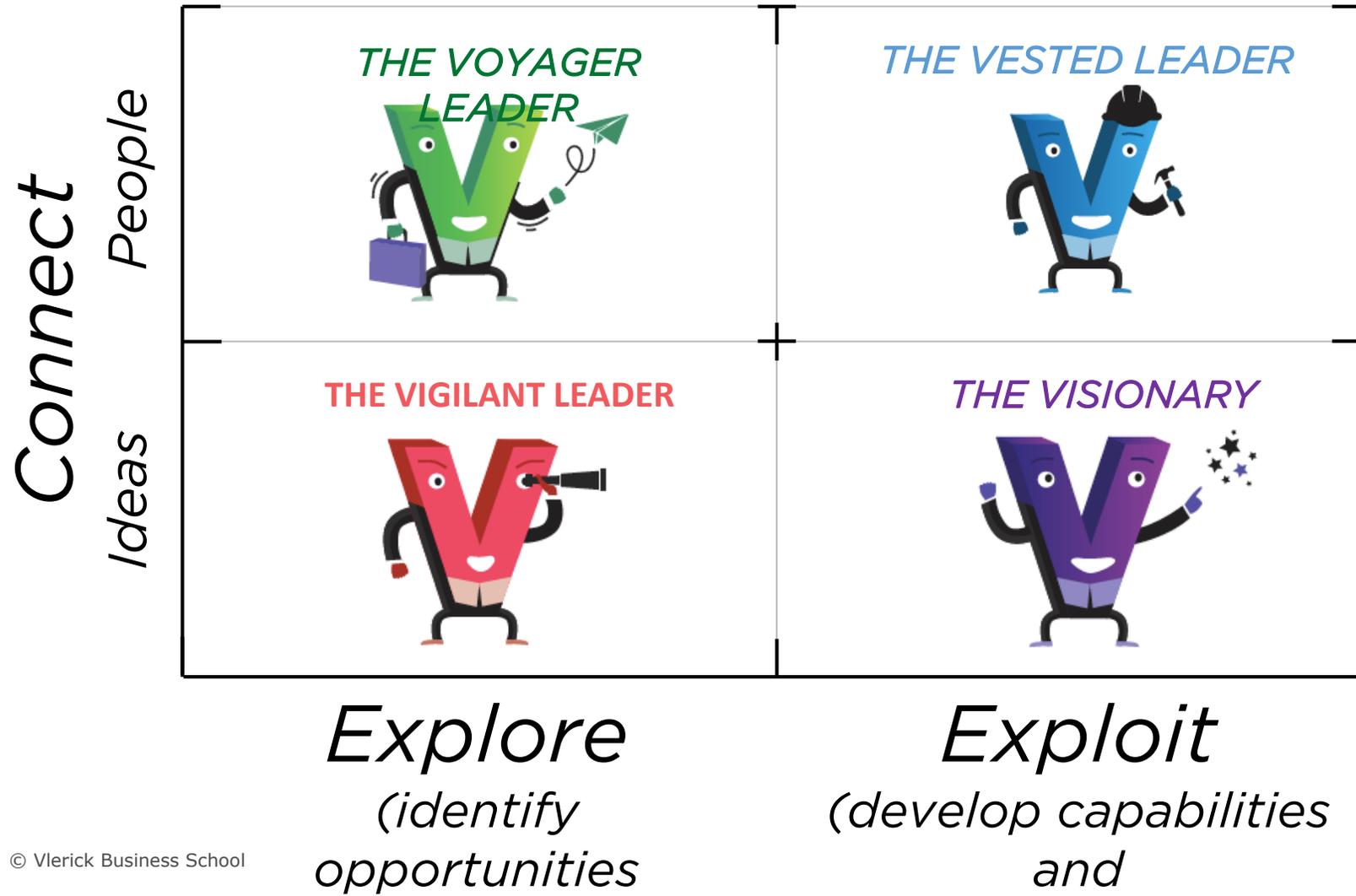
**“customers were not buying film,  
they were buying the ability to make memories”**





**IN THE EYE OF THE TORNADO, IT IS CALM**

# LEADERSHIP TYPES ENABLING DIGITAL TRANSFORMATION



# TAKE THE JOURNEY – TAKE THE LEAD



WHEN?

Starting March 21<sup>st</sup>

WHAT?

3 live events + 12 weeks of online learning

FOR WHO?

You or your team

**THE 3D WORLD HAS THE POTENTIAL TO**

**REPLACE COMPANIES**

**ENHANCE COMPANIES**

**TRANSFORM COMPANIES**

# THANK YOU

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