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Chief Digital Officer (CDO) - turns the technology cacophony into a Symphony! This role creates a digital vision, paints a picture for the organisation of digital possibilities and coordinates digital activities. This can be a temporary or permanent role. Digital Liaisons - are champions who can drive the digital initiatives at local level. They steer the transformation at local level often working in to a CDO.

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He is coauthor of a new recent book, Leading Digital: Turning Technology Into Business Transformation. George regularly conducts keynote presentations and senior executive workshops with companies around the world. Prior to earning a Doctorate from Harvard Business School, George gained more than 13 years of experience in product development ...

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"Whatever approach you choose, you need to create appropriate levels of digital technology synergy, brand integration, investment coordination, skill development, vendor management, and innovation over the long term." — George Westerman, Leading Digital: Turning Technology into Business Transformation

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