

Title

„No Data Transformation, no Digital Transformation - Data excellence and mastering the inherent change is key!“

Description

Digital transformation builds upon data transformation. Working with Data and make Data work for companies is hard enough. But mastering the transformational aspects coming with data excellence is even harder. Within the workshop Prof. Dr. Marc Drüner will illustrate how growing data excellence within Coca-Cola led to radical change necessities and it's solutions. The case of Coca-Cola gave birth to the Data Incubator Berlin (DIB): educating companies building up the new data skills with hands-on data project work while educating the individual, teams and the corporation to master the data challenges themselves.