The key to Digital Transformation isn't just technology, it's people

Innovation is accelerating at an incredible pace, after the sequential pace of the SMACT acronym (the convergence of Social, Mobile, Analytics and Cloud Technologies) we are in the age of the technology mushrooms. The question becomes more and more how to deliver value with the huge pallet of incredible technologies. How do we line up these popping opportunities to transform into our new digital self? Being selective what to apply and what not to use (yet) becomes key for long term success. Defining this strategic route for digital transformation requires, besides these digital capabilities, a great deal of leadership and engagement.

Success of the transformation lies in both the pace of adaption of the organization and the adoption of the value of these, sometimes radically, new platforms. To become more successful means delivering value to your customers and to do so you need empowered employees.

Arnd Brugman
Business Technology Consultant

Creative business technology management consultant with a major drive and passion for people value. Innovator with broad business and technology knowledge based on over twenty years of experience in IT and more than fifteen years of management. Known for explaining complex things in clear, understandable visuals and language for both business and technical oriented professionals. Extensive experience with workshops, presentations as well as training and coaching colleagues. Highly motivated, reliable, pro-active and always willing to listen and learn.

Storyteller that is always thinking in possibilities and solutions on both business value and technical solutions. Driving sincere dialogues to chase, pinpoint and deal with the real cause behind the issue at hand. Blends innovative ideas with pragmatic approaches to get things done.

Team player that values team contributions and is used to taking the lead. Aiming for pride in delivered results, long term relations and success for people, projects and organizations. Big fan of Daniel Pinks views and writings on motivation and experienced 'non-selling' sales, usually better known as consultative selling.

Contributor to The App Effect, The Connected Workforce & TechnoVision and co-author of the book "TeamPark, from Crowd to Community" (ISBN 9789075414233) describing the platform-independent method to grow your organization a Social side.