

Vision

The Center for Digital Transformation (CDT) offers a premier resource for information on the global digital transformation of business and society.

Mission

The Center for Digital Transformation is dedicated to understanding the role of digital technologies in accomplishing three fundamental transformations required for success in the global marketplace:

- *Individual* transformation to create effective human capital
- *Business and industry* transformation to promote competitiveness, productivity, innovation, and growth
- *Societal* transformation to build a sustainable society

The CDT will provide intellectual leadership for a collaborative community of scholars, executives, leaders, and students deeply committed to the role of digital technologies in transforming business and society.

The center will accomplish this mission by conducting and disseminating high-impact research, creating an ongoing dialogue between various stakeholders, and incorporating the understanding of the transformational aspects of digital technologies into the business curriculum

Goals and Objectives

The Center for Digital Transformation will harness interdisciplinary faculty knowledge and skills at Fordham to:

- Promote dialogue among technology executives, users, and other stakeholders about the transformative potential of digital technologies;
- Advocate the key role of digital technologies as a driver for organizational effectiveness and society's betterment;
- Enlighten and educate business and nonprofits about the benefits of socially responsible digital technology;
- Link individuals, organizations, and society at large with advocates of digital technology for knowledge transfer and use.

In pursuit of this mission, CDT will focus on the vital role and impact of digital technologies in the following key interdisciplinary areas:

- Business analytics and performance management for informed decision-making
- Mobile computing, broadband, social media, and their impact
- Facilitating business and societal sustainability
- Enabling transparent corporate governance
- Business and entrepreneurial aspects of intellectual property
- Supporting innovation and technology startups
- Healthcare sector applications and transformation
- Economic, network, and strategic models
- Disruptive technologies and their impact
- User interface and consumer-driven issues

Founding Director
RP Raghupathi, Ph.D.
212-636-7230
raghupathi@fordham.edu

Associate Director
Evan Katsamakos, Ph.D.
212-636-6192
katsamakos@fordham.edu

Industry Council Chair
Robert Gach, GSB '80

www.fordhamcdt.org



Fordham University Schools of Business and
The Center for Digital Transformation
in partnership with
The Center for International Policy Studies,
Urban Law Center, and Urban Studies Program
and sponsored by *Latin Business Today*
present

**The Second Annual Summit on
Technology Innovation
and Start-Ups in the
Bronx: Opportunities
and Challenges**

Summit Co-chairs:

Robert P. Gach, GSB '80, Managing Director,
Global Capital Markets, Industry
Accenture

RP Raghupathi, Ph.D., Director,
Center for Digital Transformation,
Fordham University

Wednesday, October 16, 2013
8:30 a.m. to 1:30 p.m.

The Gabelli School of Business
Hughes Hall | C04A-B
Rose Hill Campus | Fordham University





The Bronx presents great opportunities for technology-based start-ups and small businesses, offering access to a wealth of digital information and communication technologies. The presence of higher education institutions; healthcare entities, including hospitals and medical colleges; the New York Botanical Garden; the Bronx Zoo; and other government and nonprofit agencies makes the Bronx an attractive location for entrepreneurial and business support activities.

This second annual summit is the only event of its kind in the Bronx, bringing together students, faculty, entrepreneurs, business-savvy practitioners, venture capital experts, educators, and nonprofit organizations to discuss key technologies for start-ups and small businesses. Keynote speakers and panelists from academia, industry, and nonprofits will explore this area of potential and identify challenges, opportunities, and solutions.

The summit is an essential event for those interested in the transformation of the Bronx into a viable home for sustainable, technology-driven business activities and economic growth.

Second Annual Summit on Technology Innovation and Start-Ups in the Bronx: Opportunities And Challenges

8:30 – 8:50 a.m. **Breakfast and Networking**

8:50 – 8:55 a.m. **Welcome**

Joseph M. McShane, S.J., President, Fordham University

8:55 – 9:05 a.m. **Opening Remarks**

David A. Gautschi, Ph.D., Dean, Graduate School of Business Administration;
George N. Jean, Professor of Marketing and Business Economics, Fordham University

9:05 – 9:10 a.m. **Introduction**

RP Raghupathi, Ph.D., Director, Center for Digital Transformation

Speakers

Moderated by Robert P. Gach, GSB '80,
Global Capital Markets, Industry and Managing Director, Accenture

9:10 – 9:30 a.m. Robert P. Gach

9:30 – 9:50 a.m. Dominique Essig, Vice President of Product Management and User Experience, Gilt Groupe, Inc.

9:50 – 10:10 a.m. Patrick F. Sullivan, Strategic Partner Development Manager, Google

10:10 – 10:30 a.m. Elias Mendoza, Managing Director of Investment Development and Strategy, Siris Capital

10:30 – 10:50 a.m. Mario M. Kranjac, Partner, Kranjac, Tripodi & Partners, LLP

10:50 – 11:10 a.m. Joseph A. Peri, President, Junior Achievement of New York

11:10 – 11:30 a.m. Philip M. Shearer, Director, Scenyc, Inc, the Bronx

11:30 – 11:50 a.m. Andrew Kingsley, CEO, The Concourse Group, the Bronx

11:50 – 1:10 p.m.. **Panel Discussion**

Moderated by Teresita Abay Krueger, *Latin Business Today*

Josh Kleyman, Executive Director, National Student Initiative

Monika Mitchell, Founder, Good-B (Good Business New York)

Nadia Y. Munoz, Attorney at Law

Miguel Sanchez, Creative Director, Mass Ideation, the Bronx

Patrick F. Sullivan

1:10 – 1:15 p.m. **Closing Remarks and Next Steps**

Evan Katsamakas, Ph.D., Associate Director,
Center for Digital Transformation

1:15 – 1:45 p.m. **Lunch and Networking**

Special thanks to Teresita Abay Krueger of *Latin Business Today* for assistance with this summit.