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# El rol del líder en la transformación digital

Cada vez son más las empresas que cuentan con un 'chief transformation officer' (CTO) para acometer sus cambios con éxito. El perfil de este profesional, así como la metodología que emplee, será determinante para lograr buenos resultados. Pero antes hay que dar respuesta a cuestiones como las siguientes: ¿por qué fracasan los cambios?, ¿qué ingredientes son indispensables para lograr una transformación exitosa?, ¿cómo conseguir cambiar la cultura de una organización?

**José Manuel Casado González**

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Artículo extraído de Harvard Deusto Business Review, n.º 270 (septiembre 2017) © Planeta



### Work Smarter, Not Harder

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In half 2021, the address team of the Vivaym Group, led by its CEO, Juan del RÁEo, faced the challenge of making a transformation of the business model of the company. Lusa Fitness Hu ... & Nbsp; You said that today, organizations share some common goals and challenges. Top 20 completes Shantuu Narayan, CEO of Adobe System Rated 12, Bernard CharliÁ © S of Dassault Systems At 13, Brad Smith of Intuit at the 16th and Tai-Ming GOU of Precision Industry HAN HAI at 18. Á The complete list: Ajay CEO BANGA of Mastercard, Mike Lawrie by DXC Technology, Hock Tan de Broadcom, Pierre Nanterme, CEO of Accenture, Reinhard Planns, By Infineon Technologies, CEO of Satya Nadella of Microsoft, Martin Astice of Lam Research, Huateng Pony Ma de Tencent, Tsai Ming -Kai of Mediatek, Steve Sanghi of Microchip Technology, Toshiaki Kawai of Tokyo Electron, CEO of Jeffrey Bezos of Amazon, Bobby Kotick of Activision Blizzard, CEO Luis Maroto of the Spanish company Ola Amadeus It, Gary Dickerson with applied materials, Hexagon Rollen Onda and Thierry Breton CEO of Atos. Satya Nadella Á succeeded Steve Ballmer as CEO of Microsoft in 2014. The change of that company, led by the growing strength of its computing business in the cloud (which Nadella Á went before becoming CEO), put it in 46 on the 2018 list. CíA² implies the vote that always seeks the best interest of the company, not necessarily the delinquent one... please explain it. February 202226 10 min. Governments cut public spending. Á piÁ difficult to acquire investments ... and since exchanges brought the list for the first time, in November of that year, the price of the shares of the company Á became more! than six times. These changes are given in a co... Before the pandemic, we had Sobrian conversations ... "Although year changes in our classifications are not dramatic, examining classifications in longer periods illustrates the challenge of maintaining a global performance" explain from the magazine. In a very accelerated way, many of the processes involved in the acquisition ... technology, therefore, being important, was necessary compared to that vision. March 202222 min. The role of the consultant consists in contributing to the creation of long-term sustainable value. "When we talk about taking a political posture, which is not ... even if it is Pablo Isla Spanish, the President of Inditex, who directs the ranking, the technological sector has a strong presence in it with a maximum of 22 managers . Nadella believes in taking a position on topics that are directly relevant to Microsoft's affairs, as the reform of immigration, but makes a comment expressing its personal political convictions. In recent years, fast digital acceleration, combined with the Global pandemic, has dramatically modified expectations and needs of customers. However, ... Furthermore, this is added the classifications of environmental, social and government. To prepare the list, Harvard Business Review has selected index managers s & P 1200 At 30 April 2018, he calculated the general services and the increase in market capitalization throughout the executive mandate. Hollebeek, from the University of Auckland, New Zealand. From The moment the publication has detailed that the classification is mainly based on the financial returns of the whole mandate of each CEO. Cristina Cueto GarcAfa 24 Oct 2018 Harvard Business Review has just published its annual list of 100 best managing director of the world. What our employees expect from me. To calculate classifications Evaluation of each society in environmental, social and governance (ESG) is also taken into consideration. The company reality after the pandemic has made the management of the people who have been modified significantly. Not only related to the product or service in SÁf, ... also between this selection group, Bezos is distinguished: only for its financial performance (without taking into account the ESG component of classifications), the founder of Amazon has Á State the leader with maximum performance every year after publication has begun to use the current methodology, in 2014. One of the academics that best collected the complexity of customer involvement (EC) is Linda D. "Nobody has chosen "The HBR publisher, ADI Ignatius said, in a 2017 interview. Consumers are increasing their sensitivity to the sustainable attributes of purchase products and services they take. Since 2013, only six managing director appeared every year: Jeffrey Bezos, from Amazon; Pablo Island, from Inditex; Blake Nordstrom, from Nordstrom; Paolo Rocca, of Tenaris; James Taiclet Jr., from the American Tower; And Renato Alves Vale, from the JRC. Tecnologic whose CEO is better placed is NVIDIA which is located in the second place of the podium with Jensen Huang, March 20222 min. Until a few years ago, companies had a vision that, through a strategy, has been carried out. We could think, intuitively, that economic recessions favor the behaviors illainnable in organizations. The commitment of the Swedish fashion giant H & Amp; Á ¢ ¢ ¢ pear respecting human rights throughout the value chain ", was recently, 74 million dollars and the wrath of his third market .. in two of him articles, published in 2 ... 2 ...

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