We are pleased to invite you to the third lecture in the series

ACADEMIA@ARISON

Academic Director: Dr. Taly Eichenwald-Dvir,
Associate Dean and Head of the MBA and GMBA Programs

“Big Data as Game Changer”

Dr. Anat Lechner
Stern School of Business, New York University

Tuesday, July 22\textsuperscript{nd}, at 18:00
Classroom SL302, Radzyner-Sustainability Building
IDC Campus, Kanfei Nesharim st., Herzliya

Abstract
Big Data is a game changer for businesses across all verticals. New computational and Artificial Intelligence capacities give birth to new business opportunities and threats that reshape or retire deeply entrenched business practices. Uncovering groundbreaking insights about big data analytics strategies from some of the largest and most successful organizations, we look into what the Big Data revolution means to your business competitiveness and value-adding offering.

Anat Lechner is a Professor of Business Management at the Stern School of Business, New York University. She teaches, conducts research and consults in the field of organizational design and change and in particular, vision, innovation, and new forms of collaboration. A former Research Fellow at McKinsey, an entrepreneur, and the founder of a boutique management-consulting firm and various startups, her client list includes global companies in the financial services, pharmaceutical, chemical, energy, food, design, high-tech and retail industries. Professor Lechner serves on several boards and is also a judge on the E\&Y Entrepreneur of the Year competition. She has been awarded Teacher of the Year at the Stern Business School and is also the recipient the distinguished GE Teaching Award. Professor Lechner has been mentioned in the WSJ, Forbes, NYTimes, Bloomberg and Businessweek. She holds a Ph.D. in Business Management from Rutgers University, NJ.

For registration click here!

Learn Different. Make a Difference.