The most recent international rankings confirm the program excellence at ESMT.

Financial Times ranks ESMT 12th worldwide in executive education and number one in Germany.
BENJAMIN QUAISER (PROGRAM DIRECTOR) joined ESMT Berlin in March 2015 as a program director in the executive education department. His teaching areas are customer experience, service design, and marketing management. Previously Benjamin worked for Air Berlin for more than nine years, starting out as an intern, holding several positions in the marketing and controlling area, and ending his time there as a vice president of customer interaction and services. He received his diploma in Business Administration from the European University Viadrina in Frankfurt/Oder. Benjamin was a visiting scholar at the Robert H. Smith School of Business of the University of Maryland and received his doctoral degree in Economics from the Ruhr University of Bochum in 2013. His research encompasses the areas of customer profitability, loyalty and service recovery.

PROF. JOE PEPPARD is professor and head of the practice group Information and Communications Technologies at ESMT Berlin. Additionally, he is an adjunct professor at the University of South Australia. The focus of his research is in the area of information, information systems, and information technology. Through his research he seeks to challenge dominant orthodoxies, as he believes that these contribute significantly to the problems that organizations have in leveraging digital technologies, both operationally and strategically, and ultimately in optimizing the value delivered from digital investments. He has published widely in academic, general business, and management journals and regularly presents his work at international conferences. His most recent books include Digital Leadership for Boards and C-Suites and The Strategic Management of Information Systems: Building a Digital Strategy. He is an associate editor of the International Journal on IT/Business Alignment and Governance, an editorial board member of the European Management Journal and MIS Quarterly Executive, and was previously European editor of the Journal of Information Technology. In his consulting, Joe has worked closely with senior executives and board members of large complex organizations in both the public and private sectors. He also works with a number of technology companies, helping them with their strategies, market positioning, and growth.

DR. NORA GRASSELLI is a program director at ESMT Berlin. She pursues her academic interest in group dynamics, leadership, and organizational psychodynamics. Nora studied management, with a focus on organization, and completed her PhD on group dynamics at HEC Paris. During her doctoral studies, she was a visiting fellow at the Wharton School of the University of Pennsylvania and at the Royal Melbourne Institute of Technology in Melbourne. Prior to joining ESMT, Nora was a strategy consultant for the Boston Consulting Group, where she consulted for multinational corporations on organizational issues. She also worked as a lecturer for MBA and executive programs at various business schools, including HEC Paris, Saïd Business School (Oxford), Reims Management School, and the Central European University.
WHO SHOULD ATTEND

Executives on a middle and senior management level who are currently in a digital transformation phase or who are foreseeing that digitalization are going to have significant impacts on their business model, their organization, and their leader-follower relationships.

INDIVIDUAL KEY BENEFITS

Participants will be confronted with challenging perspectives about what digitalization actually is and how it will affect their current business and leadership behaviors. After discovering that their former experiences and accumulated knowledge are not sufficient for maintaining leadership excellence, participants will be open to acquiring new methods and skills that will assist them in guiding their businesses in new directions.

ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented. This means that participants profit from the current research being applied in business today, research that can be implemented once participants return to their organizations. Furthermore, the programs provide both the participants and their organizations with fresh perspectives and a solid network of global business contacts.
Leading Digital Transformation” (LDT) provides executives with methods and measures that help them respond to the urgent necessity of being able to lead their businesses within increasingly digitalized markets. LDT thereby places a special focus on leadership skills that are crucial for leading people in a digital environment. The program also encourages participants to become drivers of change at their companies by developing new mindsets and behaviors within teams and departments. Through experiential learning and by tapping into new didactical approaches (e.g., gamification and prototyping), LDT helps participants understand not only the “What” of digitalization but also the “How” of becoming an excellent leader for a truly digitalized future. LDT covers the understanding, adaption, and immediate application of newly gained knowledge in a state-of-the-art approach. Participants will be guided through a learning journey that is rich in new business perspectives and impactful leadership approaches.

TOPICS INCLUDE

✓ Misleading experiences and biased leadership
✓ Disruptive technologies
✓ Digital strategies and business models
✓ Design thinking and prototyping
✓ Agile decision making
✓ Leading Millennials
✓ Leading virtual teams

METHODS

We have designed an experience-based program for executives. As a result, LDT relies on methods specifically chosen for this group, including interactive sessions, creative workshops, serious learning games.
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

“Leading Digital Transformation” is part of the cluster Leadership and Social Responsibility and counts toward 3 of the 18 days necessary to gain the diploma.

For more information go to: www.esmt.org/postgraduatediploma
ADMISSIONS OFFICE

Our admission office will be glad to answer any questions you might have regarding this program.

+49 30 212 31 3130
programs@esmt.org

PROGRAM MANAGER

With respect to the program’s organization and your accommodation during the program, please contact the program manager, Sandra Issa.

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