



New Curricula for e-Leadership

Delivering Skills for an Innovative and Competitive Europe

4 June 2014

IE Business School, Madrid, Aula Magna, in Maria de Molina 13

Programme

Chairperson:

Silvia Leal, Academic Director, IE Business School, Madrid and CIONET Committee Member

08:45 – 09:30

Registration

09:30 – 10:15

Welcome and introduction

- **Santiago Iñiguez**, Dean, IE Business School
- **André Richier**, European Commission DG ENTR
- **Carmen Plaza**, Managing Director, Instituto de la Mujer

10:15– 10:35

ICT trends and their implications on skills and e-leadership

- ICT trends towards 3rd platform skills and jobs (e.g. Big data, cloud computing, social media technologies, IT security)
- implications on skills in general and especially e-leadership skills

Gabriella Cattaneo, Associate Vice President, IDC Europe, Milan (Italy)

10:35– 11:00

The European e-leadership skills higher and executive education and policy landscape

- Why e-leadership?
- Current situation and future development of e-leadership demand in industry and supply from higher and executive education; gaps and shortages
- European and national policies on e-skills and e-leadership
- Roles for national governments, business schools and universities and industry

Werner B. Korte, Director, empirica GmbH, Bonn (Germany)

11:00-11:20

Industry demand for e-leadership skills in industry

- Current demand and supply situation
- Likely future situation
- Possible responses

Paul Costelloe, Director of Executive Education for EuroCIO

11:20-11:35

Current Local Situation concerning skills supply and demand

- Current situation concerning skills supply and demand
- Likely future situation

Dr. Luis Fernandez-Sanz, Vice President, ATI, Spain IT Professionals Association

11:35-12:05

COFFEE BREAK

12:05-12:45

Towards European e-Leadership curriculum profiles and quality labels

- ‘Curriculum Profile’ approach taken by universities and business schools in cooperation with industry
- Demonstration of curriculum profiles and quality labels as an instrument for adapting and developing e-leadership curricula for higher and executive educational institutions
- Types of quality labels
- Quality label principles, criteria, processes and awarding

Birgit Hanny, M.A., M.B.A., Deputy Director, ASIIN e.V., Germany

12:45-13:00

e-Leadership in practice

IE Business School and e-Leadership initiatives, best-practices and successful results.

Silvia Leal, Academic Director, IE Business School, Madrid and CIONET Committee Member (Spain)

Plenary discussion

13:00-13:15

e-Leadership – the role and value of certification

The role and value of ICT and e-leadership certification to reducing the shortage of e-leaders and for problem solving in general

Nick Houlton, Marketing & Operations Director, APMG-International

13:15-13:30

ICT and e-leadership – the role of higher education

The role and responsibility of Academic Organizations to reduce the shortage of e-leaders and for problem solving in general

Eduardo Vendrell, President, Spanish Council of Deans of Informatics Degrees

13:30-14:30

LUNCH BREAK

14:30-15:30

Panel discussion I: New Curricula for e-leadership skills

- Appropriateness and timeliness
- Own interest
- Critical success factors
- Scalability and sustainability
- Potential for roll-out nationally and Europe-wide
- The road ahead

Panelists:

- ***André Richier, European Commission***
- ***Werner B. Korte, Director, empirica GmbH***
- ***Paul Costelloe, Director of Executive Education for EuroCIO***
- ***Leopoldo Boado, Country Manager, Oracle Spain***
- ***Jose Manuel Inchausti, General Manager of MAPFRE's Business Support Area***

15:30-16:30

Panel discussion II: e-Leadership skills, women to fill the digital gap

- Female IT Professionals required for filling the Digital Gap
- New professions and female professionals
- Examples: newly emerging ICT areas like Big Data, a field for women?

Panelists:

- ***María Gomez de Pozuelo, CEO, Womenalia***
- ***Mercedes Wullich, CEO, Mujeres y Cia***
- ***Cristina Alvarez, CIO, Telefonica España***
- ***Jeanne Bracken, General Manager, LID Editorial Spain***
- ***Carlos Flores, CEO, NIIT Technologies***

16:30 – 16:45

Conclusions

NN, IE Business School

Practical information

Fees

The registration for this event is free.

Event language

The conference language will be English.

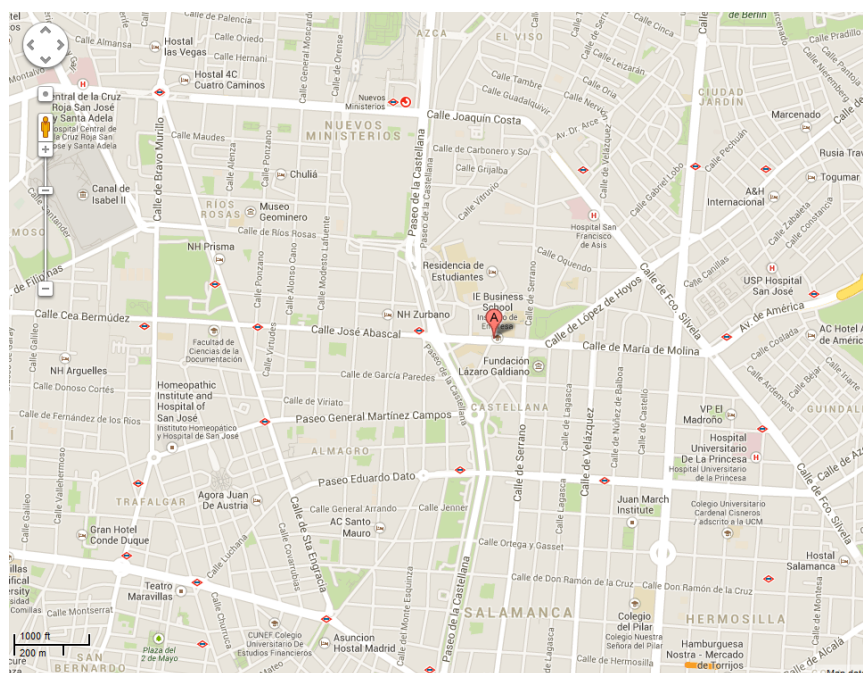
Catering

The conference will start on 4th May 2014 with a welcome coffee and refreshments.
A walking dinner will take place at 13:30 at the event venue.

Venue

IE Business School
Aula Magna, in Maria de Molina 13
Madrid

How to get there



Further information

Local organiser:

IE Business School

Aula Magna, in Maria de Molina 13

Madrid

Contact: Silvia Leal, Academic Director, IE Business School

Event Secretariat

for all European Regional Cluster Events on 'New Curricula for e-Leadership':



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