



HIGHLIGHTS OF THE DIGITAL TRANSFORMATION JOURNEY

Our thoughts about the latest market trends

MAY 2019

METHODOLOGY

As Head-Hunters, we are always constant observers of the dynamics of the market and its latest trends. We have gathered our considerations and this short presentation wants to be food for thought on the 4th Industrial Revolution we are currently undergoing.

It has been possible thanks to the **experience of our Consultants** acquired on the many Digital Transformation projects we have been working on, which has allowed us to always remain up to date and ahead of the curve in the Digital space.

We have also integrated our point of view with the ones of **Clients and Friends** who are CIOs, HRDs and Heads of Digital of important companies and expert in this field, who have offered us their interpretation and knowledge through **in-depth interviews**. We would like to thank them for their precious time and advise.

DIGITAL TRANSFORMATION

We live in a world of constant technological evolution. Considering today's scenario, Digital Transformation will soon no longer be just an option, but inevitable.

By 2020 most companies will have to use digital technology to simplify and renovate their in-house processes, products and services, at the risk of losing their competitive advantage and, in some cases, even their presence on the market if they don't.



But what does
“Digital
Transformation”
really mean?

It's a transformation of culture and processes: digital technologies are the enabling factors, but the real activators are the people, who remain at the centre of every process and experience.

The key is to adopt an **agile methodology** which, in an ever leaner and more fluid organization, brings working together heterogeneous teams that lessen the demarcation line between Business and IT.

In this way, decisions are taken in a shared and conjunct way. It's the so-called **"democratization" of digital technology**: thanks to it the concept of hierarchy loses importance in favour of agile teams, able to take decisions autonomously and to reach results much quicker.

We are seeing the rise of a new generation company, based on **Smart Working, Digital Workplace** and **Knowledge Management**, and whose traits are not stiff and rigid, but on the contrary, are being continuously redefined as (according to the concept of Business Agility) the journey matters more than the destination and the new options offered every day give us the opportunity to invent today what was not there yesterday.



“Managing uncertainty is
the real work”



Andrea Ciccolini
CIO Whirlpool Corporation

It is clear therefore that Digital Transformation is originated by ICT but **affects all functions**, it has an impact on the entire company and generates a **mindset change**.



The change needs to start by positioning

the client and his consumption
experience at the
centre



“The company will no longer sell a product, but an experience which, together with the digital experience, will be completely pervasive”



Gabriele Chiesa
CIO Amplifon Group

In this new scenario the centrality of data and the importance of taking data-driven decisions emerges more and more. Digital Transformation has in fact also led to a new way of doing marketing through personalized campaigns, and this implies a **data-centred approach** to develop tailor-made solutions for each single person.

As technologies and solutions are in constant evolution, their average life keeps shortening and it becomes more and more important that people develop an attitude to continuous learning.

**LEARNING
NEVER
ENDS**

The selection criteria also need to change.

“We should no longer hire just on the basis of hard skills and experience, but rather most importantly on the future skills and the ability to reinvent ourselves”.



Gianfranco Chimirri
HR & Comms Director Unilever

The World Economic Forum estimates that approximately 65% of the children in school today will one day do a job that does not exist yet.



“Besides technologies, the roles are also changing: many jobs will disappear in time (some already have) and new ones will emerge”



Giuseppe Serrecchia
Head of Digital Hub Enel

With these numbers at hand, it is clear how strategic it is for companies to invest not only in up-skilling and re-skilling their existing employees, but also to **find and attract** from the outside the right resources for the roles that are being created.



Aims International Italia stands right next to the companies undergoing their Digital Transformation journeys, supporting them in their search for key figures in this change, such as:

- Head of Digital
 - Scrum Master/Product Owner
 - Transformation Officer/Agile Coach
 - UX Designer
 - Performance Marketing Manager
 - Precision & Digital Marketing Manager
 - e-Commerce Manager
 - Omnichannel Manager
 - Big Data/Business Intelligence & Analytics Manager
 - Customer Experience Manager
 - Data Engineer/Data Scientist
 - IoT Expert (both Retail and Industrial)
 - Demand Manager
 - PMO
 - IT Operations & Quality Assurance
 - Cybersecurity Consultant
 - Cloud Architect/Dev Ops
 - SW Engineer
 - App Developer
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START TODAY YOUR
DIGITAL
TRANSFORMATION
JOURNEY
WITH US! 😊



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