



14th Annual Conference – Oct. 3rd, 2022

Presentation Title	Embracing Digital Transformation: A Successful Strategy
Speaker	<p>Ayman Essmat, senior IT service manager in the NSW government, has more than 26 years of experience in the IT sector and a demonstrated history of successfully employing technology to provide value to organisations by leveraging customer-focused culture.</p> <p>He is an expert in complex ICT operational environments and has effectively led large ICT initiatives.</p> <p>He is certified as an ITIL Expert, an ITIL Managing Professional, and a PMP. As part of his commitment to staying current with industry advances, Ayman is presently enrolled in UNSW's Master of Financial Technology programme.</p> <p>His background in telecoms, oil & gas, healthcare, and Australia's public sectors has given him a plethora of knowledge in offering competent ICT services to various businesses.</p>
Abstract	<ul style="list-style-type: none">• Introduction and overview of digital transformation• The drivers of digital transformation for businesses• The role of technology in enabling digital transformation• Critical considerations for implementing a digital transformation strategy• Challenges and potential roadblocks in implementing digital transformation• Best practices for overcoming these challenges and achieving successful digital transformation• Q&A session with the audience