

Master Class

online
course

Business is a platform for change

Learn how Salesforce sees the future of services, innovates and helps customers transform digitally, and match with customers' everchanging expectations. Learn from Salesforce how service will be reshaped over the next ten years. Service is a new product and everyone in the organisation is in service of the customer. As technology becomes more of ambient in the background, the future becomes more human, there is room to innovate faster. As these changes are happening now we will also look at how to get started and highlight four key disciplines that we believe companies have to adopt in order to actually make Customer Transformation a reality.

Master Class - 8th of October 2020 - 17:00 - 18:00

- Salesforce over the past 20 years
- Values
- How Salesforce Envisions the Future of Service:
 - Trends
 - Management of Innovation
 - Use Case: Digital Transformation

Lecturer: Grégory Leproux, Senior Manager, Solution Engineering

The iimt team is excited to present an upcoming online Master Class with Grégory Leproux, Senior Manager, Solution Engineering at Salesforce.com. Grégory has 20 years of experience in the IT Industry, passionate about Innovation and customer centricity, his current mission is to help customers transform by using new technology stack and by helping them revisit their way of conducting business. Graduated from the iimt in 2010, he has worked for Swisscom as a Pre-Sales Manager, and later as an Innovation Leader in Silicon Valley. Gregory brings a wealth of knowledge and experience when it comes to innovation and business development that he would love to share with us!

Information & Registration

- Where & When:** Online, 8th of October 2020, TBC
- Course fee:** The Master Class is free of charge, registration is required
- Registration:** via iimt@unifr.ch
- More information:** www.iimt.ch



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