



Mr Jorge De Andrade
CEO

Jorge De Andrade is the Author of *Scale Up IT*, Founder and CEO at GrowThe.Biz and a recognized business enabler expert. He has more than 20 years of experience in the industry of information technology. He started at the forefront of individual computers, and where large-scale computers are now called dinosaurs. Being in the IT world for this long, he has seen shifts in terms of not only IT product development but also how companies have put in place new ways of working—from in-house development to outsourcing, helpdesk to virtualization and managed IT services to the cloud.

His insights in the industry, valuable experiences and knowledge has led him being invited as a speaker in various continents and countries, London, Dublin, Brussels, Bucharest, Amsterdam, Singapore and further into South East Asia.

He has not only developed new ways of working but also a new and fun way of learning in what seems to be a challenging topic, IT Management.

His book *Scale Up IT* helps Startups, Small & Medium sized businesses, Corporations growing to greater success. It can be summarized by "Technology change easily and fast - How you manage it makes the difference"

Synopsis:

Are you ready for 2020?

Mastering The art of Business Transformation, new skills for business leaders

As a Leader you need to ask yourselves:

How to succeed in your digital transformation initiatives and programs.

Overcome the challenges your enterprise and organisation might encounter, the so called valley of despair paradigm.

Then how to accelerate your business digital transformation. Digital transformation is a top to bottom approach, it starts with the requirement to change ... for survival in this new age. The customer. As defined by Forrester.

Do you know if your team, your organisation, your infrastructure are able to transform existing business processes, if not starting from scratch?

Whether you have the resources in place?

Master the Art of Business Transformation and it would help you get ahead of the pack so you are confident you would have a thriving business by 2020.