

# Practical Concepts to Generate Business Value through Digital Transformation

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## Abstract

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There are many interpretations and understanding of what it really means Digital Transformation. In this session, you will be presented to a pragmatical approach to generate business value and achieve business outcomes through the use of modern technologies associated with Digital Transformations.

## Biography

Omar Rodrigues has more than 30 years working in IT transformation initiatives in various industries such as Healthcare, Insurance, Utilities, Oil&Gas and Manufacturing. He held leadership positions in large

consulting and systems integration companies like AWS, DXC Technology, Ernst & Young Consulting and IBM. Omar acts as an evangelist in digital transformation processes with the adoption of modern technologies. He holds a degree in Electronic Engineering at Air Force Institute of Technology (ITA) and MBA from IBMEC.