As the world becomes increasingly digitized and interconnected, there’s more reason than ever to develop yourself as a digital leader.

You have seen it at your own company. Everything is changing. Digitization is not slowing down, and data is increasingly being used for strategic decision making across departments. Analytics and technology are becoming more important, not only in meeting the demands of your organization, but also in staying agile and responsive to your customers and constituents. Carnegie Mellon University’s Chief Digital Officer (CDigitalO) Certificate Program provides you with the tools you need for next generation leadership in any sector.

There is a lot to know. From privacy and security breaches to ethics and cultural issues, there is a lot of complexity involved in the management of digital teams, assets, communications, products, and services. Where digital transformation goes, huge benefits can follow, as can major risks.

CMU’s Heinz College of Information Systems and Public Policy and Tepper School of Business have joined to develop this visionary executive education program. Over five months, you will complete cross-disciplinary coursework that you can only find at CMU, delivered as synchronous distance learning to meet the needs of busy professionals. The CDigitalO Program follows a team-based project/case study approach to prepare you to develop and implement a strategic digital roadmap for your home organization.

The CDigitalO Program is designed for Directors and Senior Managers tasked with oversight, management, and implementation of digital transformation initiatives. The program is also relevant for professionals across functions who want to rise to the challenges of a rapidly digitizing society and marketplace. If your department/role is seeing increased digital visibility, responsibility, or exposure—or if you are looking to build your digital leadership portfolio to evolve into the next phase of your career—then this is the right program for you.

**PROGRAM MODULES**

- Digital Transformation
- Role of the Chief Digital Officer (Digital Strategy Development)
- Digital Innovation and Culture
- Emerging Technology
- Platform Dynamics
- Data’s Role in DT and Demystifying AI
- Data Analytics
- Digital Product Management
- Digital Storytelling
- Digital Marketing Analytics
- CDigitalO Organization Structure and Operations
- Collective Intelligence of Digital Teams
- Digital Ethics
- Privacy in the Digital Age

heinz.cmu.edu/cdigitalo
INSTRUCTOR TESTIMONIAL

“‘The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday’s logic.’ –Peter Drucker

It’s not so much about the latest and greatest technology but rather how ‘people and organizations’ react, interact, and change as a result. Actions such as achieving balance, ethicity, cognition, and storytelling become critical skills to develop digital maturity and create sustainable organizational (and even societal) change. For that reason, we have developed our CDigitalO Program, which we believe is unique in its approach to interdisciplinarity, emotional intelligence, and simulated learning in a unique executive education environment.”

– Ari Lightman | Distinguished Service Professor, Digital Media and Marketing – CMU Heinz College

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PRACTICUM

During the CDigitalO Practicum, students are required to demonstrate their knowledge, skills, and abilities as a digital leader by working in teams to conceive, develop, and deliver a new strategic digital transformation roadmap for a project organization that is applicable in today’s business environment.

- This unique capstone activity provides student teams a mechanism to demonstrate their knowledge, skills, and abilities in digital technology management and leadership.

- In order to be successful, teams need to demonstrate command of the material through focusing on application of the methods, tools, and techniques taught in the modules and throughout the program.

- Practicum projects are designed for small teams of students to develop, under the guidance of an experienced mentor, a strategic digital transformation improvement plan for a project company.

- Teams must also make an executive presentation to a simulated “C-suite”, thus communicating to their peers (and board) of the project company the benefits of the new digital roadmap to gain their acceptance.

- The program committee assembles teams to ensure that they consist of individuals from different industries/Backgrounds to provide a unique learning experience for each student.

In partnership with:

**Carnegie Mellon University**
Tepper School of Business

The Tepper School of Business lives at the heart of Carnegie Mellon University, guided by a mission to transform the world, pioneering and innovating at the intersection of business, technology, and analytics. Today, more than ever, the world of business is transformed by technological innovation, the ubiquity of data, and the application of advanced analytics. The Tepper School and Carnegie Mellon have long been renowned for research and teaching that does not simply keep pace with business practice but forges ahead, powerfully transforming the way organizations compete and lead.


ADVISORY BOARD TESTIMONIAL

“Digital leaders have to be ready for a dynamic future. To thrive, you need a diverse skill set, the agility to pivot as markets and business needs rapidly shift, and the resilience to weather change and ambiguity. CMU is in a unique position to accelerate the rise of next-gen digital leaders with a broad cross-section of relevant topics, the latest best practices, and an invaluable network of experts and peers.”

- Mark Yolton | VP, Digital – Salesforce
PROGRAM REQUIREMENTS

What are the steps to earning the CDigitalO Program Certificate?

1. **Candidate Acceptance:** Each applicant must have sufficient practical experience (five years) with increasing responsibility in a managerial capacity. An undergraduate or advanced degree in a relevant field is preferred.

2. **Participation:** Participants must complete all certificate modules and assignments and attend all coaching sessions.

3. **Practicum Project:** The CDigitalO Practicum is the capstone activity demonstration by the student of their knowledge, skills, and abilities as a digital leader. You must work in teams to conceive, develop, and deliver a strategic digital roadmap for an organization that is applicable in today’s business environment.

Receive Your Certificate! The CDigitalO Certificate includes the following benefits:

- Free entry to any future CDigitalO modules (prior approval is required)
- Path to a Master’s Degree: Students who complete the CDigitalO Certificate are eligible for a tuition discount scholarship equal to the total amount paid to complete the CDigitalO Certificate
- Official CDigitalO logo for display