



## Lindsay Herbert

**Author of *Digital Transformation***

*"One of the leading experts on digital transformation"*

Lindsay Herbert is the author of *Digital Transformation*, a Bloomsbury business book that has received international praise for its practical framework on how to drive major change through innovation at enterprise scale.

### TOPICS:

- Digital Transformation
- Building a Culture of Innovation
- Customer Experience
- Women in Tech
- Automation
- Future of Work
- Artificial Intelligence

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

**2017** *Digital Transformation: Build Your Organization's Future for the Innovation Age*

### IN DETAIL:

Lindsay is also an IBM Inventor and the Chief Innovation Officer for IBM Garage GBS where she advised the leaders of major companies on how to further their innovation agendas, as well as creating breakthrough technologies for IBM itself. Her most recent invention is the IBM Instant Checkout, a revolutionary innovation for retail. This ground-breaking technology has resulted in international media coverage, including *BBC World News* and a segment on *BBC Click*. Lindsay is also a Governor for the Museum of London, appointed by the Mayor of London, Sadiq Khan to help inform the museum's own digital transformation journey. She also co-chairs the BIMA Technology Council.

### WHAT SHE OFFERS YOU:

Lindsay's core message is that real digital transformation is about learning to become more adaptive to change itself. Success comes from the ability to react to the small and early signs of change, leveraging data, technology and new ways of working along the way.

### HOW SHE PRESENTS:

In her talks, Lindsay's innovation lessons are brought to life with her own insider experiences. Audiences leave empowered and ready to drive real innovations in their own organisations.