



CEO CLUBS
International

Circle
January 28 @ 18.00hrs

Astir Palace | Arion Hotel
Alexander Ballroom



Reinventing the Rules of Engagement

Spyros Poulidas, Managing Director of IBM, will share the CEO point of view/ insights as reflected in the recent IBM Global C-Suite Study with title **"Customer Activated Enterprise"**. The study reveals that in an environment where technology has become the dominant driver of business change, organizations must make three major shifts:

- Open up to customer influence
- Pioneer digital-physical innovation
- Craft engaging customer experiences



short bio



AGENDA

| | | | |
|-------------|--------------------------|-------------|----------------------------------|
| 18.00-18.30 | Arrival | 19.00-20.00 | Roundtable discussions |
| 18.30-19.00 | Igniter: Spyros Poulidas | 20.00 | Vassilopita & cocktail reception |

RSVP by clicking [here](#) or contacting Dimitra Theochari at 210 8920950 or 6985 123183

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