



**Disruption, “Exonomics” & Tech Trends.**

## Disruption, “Exonomics” & Tech Trends.

This masterclass will provide a global insight on the so called “exonomics”, disruption and technology trends in a global perspective.

Key takeaways:

- Understand the world disruption trends
- Business implications of exponential technologies (10X growth = “Exonomics”)
- Interactions between Incumbents & New Players
- The necessity for business transformation (⇔ organizations must become “learning machines”)
- The dynamics of innovation teams & innovation leadership
- Fundamentals of Technology Management
- Review of the current fastest developing technologies that are relevant to our industry and its adjacent sectors: IoT, Artificial Intelligence, 3D Printing, Robotics, High-Speed Travel, Blockchain Technology, Autonomous Vehicles, Mobility-As-A-Service (MaaS), Advanced Virtual Reality, Renewable Energy, Deep Learning.

# Speaker

Xavier Ferràs, PhD in Economics and Business from UB and MBA from ESADE and Telecommunications Engineer from UPC. Former Dean of the Faculty of Business and Communication at the University of Vic.



Until 2012, he was Director of the ACC10 Centre for Business Innovation (Catalan Agency for Competitiveness), and was responsible for technology transfer policies, R&D and development of clusters in Catalonia. He has previously served as CIDEM Director of Business Development, Head of Innovation, Co-ordinator of the Technological Innovation Plan for Catalonia (2001-2004), and member of the committee drafting the Research and Innovation Plan (2005-2008).

Among other executive positions related to technology and innovation, he has been a member of the boards of trustees and executive boards of BAIE (aerospace cluster), Biocat (biotechnology cluster), CTM technological centers (advanced materials), Barcelona Media (audio-visual), CTAE (Aerospace), LEITAT (manufacturing), the Microsoft Productivity Centre in Manresa, the Catalan Foundation for Research, the i-CERCA Foundation (Research Centre of the Catalan Government), Invertec (Venture Capital Company), and Creafutur. He previously worked in the automobile industry and as Professor of Electrical Engineering at the Barcelona School of Telecommunications Engineering.

Author of 'Innovación 6.0: el Fin de la Estrategia' (Plataforma, 2010). Co-author of 'Pasión por Innovar' (Granica, 2006), 'Tanto Creces, Tanto Vales' (Granica, 2005), and '50 Lecciones de Management' (Granica, 2007). Speaker at over 100 national and international conferences on strategy, innovation and technology management.