



# Lindsay Herbert

## Author of Digital Transformation

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



Lindsay Herbert is a world-renowned innovation expert and 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

### 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 groundbreaking 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.

### LANGUAGES:

She presents in English.

### WHAT SHE OFFERS YOU:

As a keynote speaker, Lindsay draws upon the BUILD innovation framework from her book as well as her own insider insights leading major innovation with a diverse set of leading brands. 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.

### PUBLICATIONS:

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