GLOBAL EXECUTIVE
MASTER DIGITAL BUSINESS

GXMD

BE THE LEADER OF
THE DIGITAL TRANSFORMATION
OF YOUR COMPANY.
THE WORLD IS DIGITAL
DIVERSE DIFFERENT

AND YOU CAN BE TOO
Look around, and you will see that what you understood about our world is changing. How we communicate, how we organise and how we do business have changed so much as to be unrecognisable, and they continue to change. Adapting to those changes can be difficult, especially when the old models served us well. But those who don’t adapt will soon be left far behind, especially in the fast-moving world of business.

Knowing how to adapt your way of doing business can be daunting. Facing the unknown always is. But imagine a group of world-leading digital business experts guiding you in your Digital Transformation journey - introducing you to relevant technology, explaining contemporary processes and providing successful approaches and models on which to build your own success.

At ISDI, we are digital optimists. We believe that with change comes opportunity. The basis of the Global Executive Master Digital Business is your how and why; those business leaders who understand the necessity of implementing new methods of communication with customers, making data-driven decisions and directing resources in innovation will be those that define the future landscape of business.

Change requires vision. Armed with the knowledge of best practice, experienced in the most effective working methodologies for your company, supported by an ever-growing network of like-minded executive professionals and with a newfound clarity on Digital Transformation, be prepared for the challenge of leading your business through the changes to come towards your vision of success.
CONTINUED LEARNING PREPARES US FOR AN UNCERTAIN FUTURE

In a world where the only constant is change itself, lifelong learning is absolutely crucial. Education, curiosity and facing new challenges are all key elements of success.

Fuencisla Clemares, Country Manager at Google Spain & Portugal. Member of the ISDI Academic Council.

PROFESSIONALS

According to the EU, in the future 9/10 jobs will require digital skills and knowledge.

37% of European workers lack basic digital skills.

BUSINESSES

In 2020, 500,000 digital job openings will remain vacant due to a lack of talent.

20% use cloud technology

16% SMEs - online sales

MARKETS

In 2020, 500,000 digital job openings will remain vacant due to a lack of talent.

In 2030, the global lack of talent will lead to a shortage of 85 million professionals worldwide.

DIGITAL SOCIETY

Spain, 10th EU country according to level of digitalization (DESI). Still falling below the European average for digital talent.
ISDI LEADS THE WAY IN DIGITAL EDUCATION

ISDI is an international digital ecosystem dedicated to education, talent, entrepreneurship and social services that promotes digitalization to improve the competitiveness of both individuals and organizations. We train professionals, create digital entrepreneurs and assist companies in their digital transformation.

Founded in 2009, ISDI is the leading institution in digital training.

It has 5 locations in:

- MADRID
- BARCELONA
- PARIS
- MEXICO CITY
- SILICON VALLEY
The Global Executive Master in Digital Business is a unique Master’s program for international professionals, marketing and communications experts, and Chief Officers who want to be the leaders of the digital transformation of their companies.

We have developed an original blended methodology, addressing all components of the business and management ecosystem in one exclusive Master program.

This is the first and only Global Executive MDB offered in the world. The program is focused on the transformation, professionalization and specialization of digital business.

You will also be able to connect with and learn from other international professionals.

“We are in the midst of a sea change, not just for business but for society as a whole. The Global Executive Master Digital Business is our way of navigating this new landscape.”

The moment has come to acquire a comprehensive, global and updated vision of the digital transformation that we are experiencing. If you want to be important in the digital era, your moment is now.

Welcome to your master, welcome to the Global Executive Master Digital Business.
WHO ARE OUR FUTURE STUDENTS?

Professional Profiles

They are professionals, mostly in director and managing positions, who want a strategic, global overview of the digital sector. Their average age is 42 and they have more than 15 years of work experience. 100% are in active employment.

Roles

- Director: 51%
- Manager: 24%
- CEO: 12%
- Project Manager: 8%
- Specialist: 5%

Most of our students work in business development and marketing departments and have an educational background in marketing, business administration and advertising. They belong to the top industry sectors.

Sectors

- Insurance, Banking & Finance: 15%
- FMCG: 8%
- Industry and Energy: 8%
- Audit & Consulting: 8%
- Media & Advertising agencies: 10%
- Pharma and Health care: 7%
- IT & Telecommunications: 7%
- Logistics: 5%
- Digital Native: 5%
- Education: 5%
- Real State and Construction: 3%

Companies they belong

- Silicon Valley
- Google
- Microsoft
- Harvard
- MIT
- Salesforce
- LinkedIn

TRANSFORMATIONAL AND DISRUPTIVE EXPERIENCE WITH GREAT GLOBAL EXECUTIVES.

Ángel Alonso Esteve,
Head of Digital and Innovation, SANOFI Iberia.
GOALS & METHODOLOGY

Academic board
Experts in different digital fields and leaders of the Internet revolution share their expertise to ensure coordination of and excellence in all course content.

Tool Workshops
Allow students to learn about key digital business tools and programs including: Scrum and Agile, UXPin, Shopify, Real Time Bidding, Google Analytics, Google Ads, Salesforce, Facebook Ads, Amazon Web Services, CMS, and more.

Virtual Campus
In the virtual campus, consultations can be made, queries can be resolved, classes and exercises can be commented on, and relationships can be established with other students of the Master’s degree.

Group backbone project
The Backbone Project gives participants the opportunity to experience the digitization process of a real company.

Local visits
You’ll have the opportunity to visit the facilities of important companies and organizations such as MIT Media Lab, Google, Mobile World Capital, Linkedin, and Salesforce.

“ISDI’S GXMDB PROGRAM EMPOWERS ME TO REALIZE THE OPPORTUNITIES IN THE DIGITAL ERA.”

Christian Balmes,
Regional Marketing Director, Abbott Laboratories.
The members of the Academic Council coordinate each of the knowledge areas in which they have expertise, selecting the more than 500 expert professionals responsible for providing a comprehensive vision of the subjects they teach.

**Leading Module Experts**

**Innovation & Trends**
Colin Maclay, Executive Director at Annenberg Innovation Lab.

**Digital Strategy**
Joshua Benton, Founder and Director at Nieman Journalism Lab, Harvard University.

**Digital Marketing**
Brent Chaters, Head of Digital Marketing Practice at Accenture (Canada).

**Digital Content**
Rob Thurner, Digital Transformation Consultant, Founder at Burn the Sky.

**UX**
Talia Wolf, Founder and Chief Optimizer, Getuplift.

**Search Engines**
Fuencisla Clemares, Country Manager at Google Spain & Portugal.

**Digital Media & Advertising**
Rob Griffin, Managing Director at RISE-iOT.

**Data Analytics & Metrics**
Adam Greco, Senior Partner at Analytics Demystified.

**Social Networks**
Mark Ralphs, Partner & UK Managing Director at Good Rebels.

**Startups & Entrepreneurship**
Ariel Poler, Founder at Human Augmentation Syndicate.

**Digital Technology & IoT**
Nick Hunn, CTO at WiFore Consulting.

**Mobile & Apps**
Moritz Daan, Author of the Advanced ASO Book, Partner & Co-Founder at Phiture.

**Digital Law**
Leon Felipe Sánchez, Owner at Fulton & Fulton SC.

**Agile Methodologies**
Jeremiah Gardner, Author of The Lean Brand; & Founder at #LeanBrandLAB.

**Blockchain**
Amanjyot Johar, Blockchain Tech and Investment Strategy at Proteum.

**Artificial Intelligence**
Ed Fernandez, Board Director Early Stage VC · Advisor & Entrepreneur at YPO.

**Digital Law & Enterprise**
Óscar Gallego, Digital Senior Director, Europe at BHGE Oil and Gas.

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PROGRAM STRUCTURE

METHODOLOGIES & INNOVATION
- Program Welcome
- Agile
- Business Model Canvas
- Customer Research
- Lean Startup
- Design Thinking

DIGITAL VISION
- Vision - Based Innovation
- Finance in Digital Business
- Startups & Corporate Venturing
- Products & Services
- Pure Players

BUSINESS TECHNOLOGY
- Automation
- Cloud Computing
- Blockchain
- Artificial Intelligence
- IOT
- Mobile & Apps
- Cryptocurrency
- Ethics
- Digital Supply Chain
- Multi-Device
- Industry 4.0
- Service Design

GO TO MARKET
- Data & Analytics
- Digital Marketing
- Branding & Content
- SEO & SEM
- CRM Strategy
- Customer Journey
- Advertising
- BI
- Social Media
- eCommerce

Talent, Culture & Organization Series

International Seminars

Local Visits

Microsoft - Accenture Innovation hub
Mit media Lab - Cambridge Innovation center
Linkedin - Salesforce

Backbone Project: Development of a Digital Transformation Proposal

This information is subject to change.
The master’s degree includes 450 hours of training, 70% of which are online and 30% of which are done in face-to-face sessions at three different destinations (RCC-Harvard, Silicon Valley and Madrid).

**1. MADRID SEMINAR**

A week-long immersion into the ISDI digital ecosystem with our top professors and collaborators. These experts will give you an overarching view of digital business in a globalized economy with topics ranging from fintech to smart cities, all in the backdrop of one of the world’s most vibrant cities: Madrid.

**2. RCC-HARVARD SEMINAR**

An eye-opening week on the campus of Harvard University in the Boston area with leading professors and researchers from both Harvard and MIT, two of the most prestigious universities in the United States. You will get a first-hand look at what these leading minds are working on in the areas of robotics, public data, and technological innovations, with a keen focus on how these breakthroughs can find business applications.

**3. SILICON VALLEY SEMINAR**

The story of Silicon Valley, as told in five days from the protagonists themselves. Startups sharing their struggles and success stories. VCs revealing what they look for before investing. Incubators and accelerators showcasing the next big thing. Industry leaders providing behind-the-scenes looks at what keeps them on top. You’ll hear it all in San Francisco, where innovation and entrepreneurship thrive.

**ONLINE TRAINING**

The online component of the program is organised into 4 major courses that take you from ideation to transformation. These courses run the length of the program and will challenge you to build upon the skills and knowledge acquired in each one.

First, you will dive headfirst into a course on innovation methodologies including Agile, Lean and Design Thinking, important processes in establishing how teams work in today’s digital climate.

The next course is all about the why, how and what an organisation wants to achieve i.e establishing a digital vision. With this vision firmly defined, you will move onto the business technology course to learn about digital technologies and their business applications, important in helping an organisation run its operations effectively. Finally, you will marry technology with sound digital business strategies in the go-to-market course, formulating business plans and following through with their successful execution.
WHAT HAPPENS AFTER THE GLOBAL PROGRAM?

xISDI Community

Once the degree is obtained, you will be part of the xISDI community, which means you will enjoy all the exclusive services available to our alumni. You will become part of the largest networking community, comprising over 3,000 alumni, professionals and digital entrepreneurs, and over 500 teachers. You will have access to the largest digital Job Board in Spain and a team of Career Advisors available to you anywhere in the world, who will help guide you in defining your professional goals, in addition to putting you in contact with companies and head-hunters.

VIP Services and Talent

We provide you with continued support for your career, defining your profile, improving your positioning on the job market and increasing your employability through our Career Advisor team and our professional development hub, Talent Box. You will have access to our international Job Board, which has hundreds of publications per year and exclusive offers for xISDI alumni.

xISDI APP

You’ll be kept up to date on news in the digital sector and events organised by ISDI (both in-person and online), get discounts on trade fairs for being xISDI alumni, as well as having access to our Job Board and being able to keep in touch with all the members of the ISDI community.
Available for iOS and Android.

Life-Long Learning

At ISDI, you will never stop learning. You will have access to class material forever. Thanks to our talks on Internet Trends (ISDI Talks or ISDI Webinars), students will be kept up to date on the latest trends in the sector.

Events and Networking

You will find digital ecosystem events with special discounts for xISDI alumni and contacts with benchmark professionals and companies in digital transformation processes.

Volunteering

xISDI alumni can take part in the ISDIdigital Foundation. There, collaborators donate their time and experience to digital social projects, in collaboration with NGOs and international organisations.
**A DEEP, INSIGHTFUL JOURNEY INTO DISRUPTIVE INNOVATION... IT IS UP TO YOU!**


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*ISDI programs follow a rolling admission policy: we review and process applications year-round but their is a finite number of spots available per program, which means that we cannot guarantee spots. We recommended applying to our programs at least 3 months before the outlined lunch date.*

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### ADMISSION PROCESS

1. **SEND US YOUR CV**
2. **1ST REVIEW BY THE ADMISSIONS COMMITTEE**
3. **DO YOU MEET THE PROGRAM REQUIREMENTS?**
   - **YES**
     - **ADMISSIONS INTERVIEW**
   - **NO**
     - **WE PROVIDE YOU WITH PROFESSIONAL FEEDBACK INCLUDING INFORMATION ON OTHER ISDI PROGRAMS OR BUSINESS SCHOOLS**
4. **2ND REVIEW CONDUCTED BY OUR ADMISSIONS COMMITTEE**
5. **DO YOU MEET THE PROGRAM REQUIREMENTS?**
   - **YES**
     - **WE OFFER YOU A SPOT IN THE PROGRAM**
   - **NO**
### A UNIQUE EDUCATIONAL PROGRAM FOR EACH DIGITAL PROFILE

<table>
<thead>
<tr>
<th>GLOBAL EXECUTIVE MASTER DIGITAL BUSINESS</th>
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<tbody>
<tr>
<td>International education based on a unique methodology, with experts on the Internet revolution. For professionals from multinational companies who need to implement the latest trends to lead the internationalization of digital projects.</td>
</tr>
<tr>
<td><strong>450 hours</strong></td>
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<tr>
<td><strong>Blended</strong> (Online and on-site)</td>
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<tr>
<td>Taught using an iterate format. On-site week in: - Madrid, - RCC-Harvard - Silicon Valley</td>
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<table>
<thead>
<tr>
<th>MASTER INTERNET BUSINESS</th>
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<tbody>
<tr>
<td>The first comprehensive master’s degree focused on the transformation, professionalization and specialization of digital business. For professionals looking to update their knowledge and move into the world of business-focused digital marketing, entrepreneurs or start ups, or anyone who is working or seeking employment, and who wants to become an internet professional.</td>
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<tr>
<td><strong>450 hours</strong></td>
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<tr>
<td><strong>On-site</strong> Weekday option</td>
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<tr>
<td><strong>Weekend option</strong></td>
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<tr>
<td><strong>100% in Spanish</strong></td>
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<tr>
<td>Madrid - Barcelona</td>
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<tr>
<td>Mexico</td>
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<table>
<thead>
<tr>
<th>ONLINE MASTER INTERNET BUSINESS</th>
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<tbody>
<tr>
<td>The first online comprehensive master’s degree focused on the transformation, professionalization and specialization of digital business. For professionals looking to update their knowledge and move into the world of business-focused digital marketing, entrepreneurs or start ups, or anyone who wants to become an internet professional. Wherever they want. Whenever they want.</td>
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<tr>
<td><strong>450 hours</strong></td>
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<tr>
<td><strong>Online</strong></td>
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<tr>
<td><strong>in Spanish</strong></td>
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<tr>
<td><strong>in English</strong></td>
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<tr>
<td>Madrid - Barcelona</td>
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<thead>
<tr>
<th>MASTER MARKETING AUTOMATION</th>
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<tbody>
<tr>
<td>The world’s first program to combine a holistic view of digital business with agile methodologies and automated “Salesforce” marketing techniques. For professionals with experience in digital business who want to obtain a more advanced understanding of automated customer experience management.</td>
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<tr>
<td><strong>450 hours</strong></td>
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<tr>
<td><strong>70% on-site</strong></td>
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<tr>
<td><strong>30% Online</strong></td>
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<tr>
<td><strong>80% in Spanish</strong></td>
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<td><strong>20% in English</strong></td>
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<tr>
<td>Madrid - Barcelona</td>
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<thead>
<tr>
<th>MASTER DATA ANALYTICS</th>
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<tbody>
<tr>
<td>A program which provides participants with the essential skills to develop Digital Analytics and Data Governance projects. For professionals and data analysts who want to manage digital analytics projects from a strategic, business-oriented perspective.</td>
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<tr>
<td><strong>450 hours</strong></td>
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<tr>
<td><strong>275 hours on-site</strong></td>
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<tr>
<td><strong>175 hours Online</strong></td>
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<tr>
<td><strong>60% in Spanish</strong></td>
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<tr>
<td><strong>40% in English</strong></td>
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<tr>
<td>Madrid - Barcelona</td>
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<thead>
<tr>
<th>DIGITAL MASTER BUSINESS ADMINISTRATION</th>
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<tbody>
<tr>
<td>A unique program created by and for young potential hoping to become the future leaders of our digital society. For young professionals looking to consolidate their knowledge and digital capabilities, and recent graduates who want to break into the digital world.</td>
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<tr>
<td><strong>450 hours</strong></td>
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<tr>
<td><strong>On-site</strong> Weekday Option</td>
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<tr>
<td><strong>in English</strong></td>
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<tr>
<td>Madrid</td>
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<table>
<thead>
<tr>
<th>DIGITAL BUSINESS EXECUTIVE PROGRAM</th>
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<tbody>
<tr>
<td>Training in Internet Business strategy to update knowledge and lead digital and transformation projects. For managers or directors who are responsible for business management and need to obtain a global perspective of digital business or update their digital knowledge.</td>
</tr>
<tr>
<td><strong>100 hours</strong></td>
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<tr>
<td><strong>On-site</strong> Fridays and Saturdays</td>
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<tr>
<td><strong>in Spanish</strong></td>
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<tr>
<td>Madrid - Barcelona</td>
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<tr>
<td>Mexico</td>
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<table>
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<tr>
<th>DIGITAL TALENT EXECUTIVE SEMINAR</th>
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<tr>
<td>Designed to help directors and human resources managers lead the new digital transformation of their organizations. For HR managers and professionals who need to lead and make decisions regarding change management and the digital transformation process at their company.</td>
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<tr>
<td><strong>90 hours</strong></td>
</tr>
<tr>
<td><strong>25 hours On-site</strong></td>
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<tr>
<td><strong>65 hours online</strong></td>
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<tr>
<td><strong>in Spanish</strong></td>
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<tr>
<td>Madrid - Barcelona</td>
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<thead>
<tr>
<th>INTERNATIONAL SEMINAR DIGITAL TRANSFORMATION AT RCC HARVARD</th>
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<tbody>
<tr>
<td>A week of digital immersion with leading experts from universities such as Harvard, MIT and NYU, among others. For professionals, executives and entrepreneurs from any sector and department looking to become more familiar with the latest trends in the digital era.</td>
</tr>
<tr>
<td><strong>40 hours</strong></td>
</tr>
<tr>
<td><strong>On-site</strong></td>
</tr>
<tr>
<td><strong>in Spanish</strong></td>
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<tr>
<td><strong>in English</strong></td>
</tr>
<tr>
<td>RCC-Harvard (Boston)</td>
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<thead>
<tr>
<th>INTERNATIONAL SEMINAR DIGITAL TRANSFORMATION AT SILICON VALLEY</th>
</tr>
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<tbody>
<tr>
<td>A week of digital immersion for entrepreneurs, with international, professional digital experts. For professionals, executives and entrepreneurs from any sector and department looking to familiarize themselves with the latest trends in the digital era.</td>
</tr>
<tr>
<td><strong>40 hours</strong></td>
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<tr>
<td><strong>On-site</strong></td>
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<tr>
<td><strong>in English</strong></td>
</tr>
<tr>
<td><strong>in English</strong></td>
</tr>
<tr>
<td>Silicon Valley</td>
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<table>
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<tr>
<th>THE OFFICIAL SALESFORCE TRAINING INSTITUTE</th>
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<tbody>
<tr>
<td>Salesforce and ISDI are both deeply committed to improving digital business and customer management through automation of digital processes. Together, we can help you start on a journey that will transform your career.</td>
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<tr>
<td><strong>Certifications</strong></td>
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<tr>
<td><strong>Hands - on Labs</strong></td>
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<tr>
<td><strong>Masters Programs</strong></td>
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<table>
<thead>
<tr>
<th>IN-COMPANY TRAINING FOR BUSINESSES</th>
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</thead>
<tbody>
<tr>
<td>Training in the digital environment, for all types of organizations, companies and teams. We personalize the program to the needs and size of your company.</td>
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<tr>
<td><strong>Strategy</strong> Board of directors</td>
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<tr>
<td><strong>Inspirational</strong> All staff</td>
</tr>
<tr>
<td><strong>Foundations</strong> Digital business team</td>
</tr>
<tr>
<td><strong>Experts</strong> Tech teams</td>
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</tbody>
</table>
CHANGE IS THE ONLY CONSTANT IN TODAY’S WORLD

Human beings may not be ready to change, but it’s simply a matter of having the right attitude and the necessary skills to get over our fear. It’s all about re-educating ourselves.

The world of the future will be digital, with an environment of constant change. People, by definition and by training, are scared of change. It is absolutely essential for society to understand that technology changes the way we do things, and that the work we’ve learned to do will not be the work of tomorrow.

We need to embrace change in order to put Spain on the cutting edge. The current educational model is outdated and has nothing to do with what’s needed today.

WE NEED MORE SKILLED, CREATIVE YOUNG PEOPLE WHO ARE ABLE TO ADAPT TO CHANGE AND FEARLESS IN THE FACE OF THE UNKNOWN.

Anything that allows you to learn constantly is a way of developing your skills. A promotion does not necessarily provide you with that kind of learning.

Learning is something we should do until the day we die.

Javier Rodríguez Zapatero,
President of ISDI and former Managing Director of Google Spain.
[Interview with ISDI’s IS DIGITAL magazine]
AN ECOSYSTEM DESIGNED FOR THE DIGITAL TRANSFORMATION OF PROFESSIONALS AND BUSINESS