

# **Ivan Hernandez**

**EMEIA Digital & Emerging Tech Community Leader at EY**

Warsaw, , PL

Former Flying Trapeze Artist turned Change Catalyst. Speaker on IoT, Customer Experience, Digital Transformation, Business Development.

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## **Biography**

Experience & Digital Strategist with several years of international experience in strategic consulting, advertising, marketing and media sectors. At EY he leads the global IoT and Digital & Emerging Tech Communities. Additionally, he is responsible for the development of the Consumer IoT Advisory Practice across the EMEIA region. He is an internationally recognized keynote speaker. Some of the events he has presented include: Webit Congress (Turkey), DigitalK (Bulgaria), Dublin Tech Summit (Ireland) and CFO European Summit (Poland). He is also a Lecturer at Kozminski University (the number one Business School in CEE). Currently he lectures at the Digital Transformation Executive Program and at the FIFA/CIES Sport Management Program. Previously he also lectured at the MBA and BBA programs on the subjects of digital marketing, business development strategy and career design.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Information Technology and Services, IT Services/Consulting, Management Consulting, Business Services, Consumer Services, Consumer Goods, Corporate Training, Training and Development, Advertising/Marketing, Public Relations and Communications, Media - Online, Social Media, Hospitality

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## **Areas of Expertise**

Internet of Things, IoT & Mobility, Digital Transformation, Experience Design, Customer Experience, Innovation, Smart Cities, Strategy, Business Development, Digital, Digital Marketing & Strategy, Marketing, Design Thinking, Leadership, Entrepreneurship, Inbound Marketing

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## **Affiliations**

Polish National Committee for UNICEF, Customer Experience Excellence Centre

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## **Sample Talks**

## **Fly High: How to Create, Innovate and Lead at the Highest Level**

Building a successful business requires, among other things, developing the ability to take risks. A great example of individuals and teams accomplishing extraordinary results based on their ability to embrace risk are Flying Trapeze artists, and this presentation explores seven specific insights from the world of Circus, that entrepreneurs can adapt and develop in order to build a successful business.

## **Customer Experience as the Catalyst for Digital Transformation**

Digital is changing how people make decisions and how they want to do business. In fact, every industry, as we know it, will be disrupted by digital technologies and regardless of industry or geography; businesses will become much more digitized in the future. It's inevitable. Therefore, organizations must adapt and embrace digital transformation to drive higher levels of profit, productivity, and performance. Customer Experience is the catalyst for Digital Transformation. The experience people have and share is the future of branding, marketing, and customer engagement. This is why you must become an experience architect who can re-imagine and rebuild a new customer journey to create meaningful and shareable experiences in every moment, blurring the line between digital and physical customer experiences.

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## **Event Appearances**

**SPEED - No Limits in the Digital Era**

InfraSEC

**Emerging Technologies as the Enablers of Digital Transformation**

Corporate Event

**The Perfect Storm: Emerging Technologies and The Internet of Things**

Corporate Event

**AI as the Enabler of Digital Transformation**

Startup Wroclaw: Artificial Intelligence

**How Emerging Technologies Accelerate Retail**

Poland & CEE Retail Summit

**How Hard is Building Hardware that Works (Discussion Panel)**

TechChill

**The Perfect Storm: Emerging Technologies and The Internet of Things**

Finnish Technology Day

**Emerging Technologies as the Enablers of Digital Transformation**

Corporate Event

**Emerging Technologies as the Enablers of Digital Transformation**  
Corporate Event

**Emerging Technologies as the Enablers of Digital Transformation**  
Found.ation

**IoT and driving cross-industry value (Discussion Panel)**  
South Summit

**The Perfect Storm: Emerging Technologies and The Internet of Things**  
Corporate Event

**The Perfect Storm: Emerging Technologies and The Internet of Things**  
MENA Tech Summit

**How Industry 4.0 is Changing The World**  
Forum Liderów Biznesu

**The Perfect Storm: Emerging Technologies and The Internet of Things**  
Corporate Event

**IoT For Financial Services**  
Corporate Event

**The Perfect Storm: Emerging Technologies and The Internet of Things**  
Corporate Event

**How to grow in an era of exponential technological change**  
Corporate Event

**The Perfect Storm: Emerging Technologies and The Internet of Things**  
Emerging Technologies Summit

**Technology is Changing the Travel Industry Forever (Discussion Panel)**  
South Summit

**Introduction to Consumer IoT**  
Corporate Event

**The Perfect Storm: Disruptive Technologies and Experience Design**  
Romanian Business Leaders Summit

**Selling Professional Services at the Highest Level**  
Pipeline Summit

**Making The Connected Home A Reality (Discussion Panel)**  
Dublin Tech Summit

**Using IoT Data To Drive Innovation (Discussion Panel)**  
Dublin Tech Summit

**Three Crucial Things You Must Know When Building an IoT Startup**  
INference

**Host of the IoT Stage**  
INference

**Fly High: How to Create, Innovate and Lead at the Highest Level**  
BDL Accelerate 2016

**Successful Lebanese Entrepreneurs (Discussion Panel)**  
BDL Accelerate 2016

**International Ecosystem Leaders (Discussion Panel)**  
BDL Accelerate 2016

**International Accelerators (Discussion Panel)**  
BDL Accelerate 2016

**Borderless Communities (Discussion Panel)**  
BDL Accelerate 2016

**Host of the Ecosystem Stage**  
BDL Accelerate 2016

**Innovation in Brand Communication**  
Event-Biznes

**Fly High: How to Create, Innovate and Lead at the Highest Level**  
TEDx Wroclaw

**The Perfect Storm: Disruptive Technologies and Experience Design**  
DigitalKod

**Developing Innovative Organizations (Discussion Pannel)**  
Innovation Breakfast

**Customer Experience as the Catalyst for Digital Transformation**  
Czwartkowe Spotkania Social Media

**Fly High: Life and Business Lessons from the Flying Trapeze**  
Youth Entrepreneurship Forum

**Fly High: How to Create, Innovate and Lead at the Highest Level**  
infoShare

**Fly High: How to Create, Innovate and Lead at the Highest Level**  
Codeference

**Digital Customer Experience - The Future of Retail**  
Poland and CEE Retail Summit

**Digital Transformation: The Challenges for CFOs**  
CFO European Summit

**Entrepreneurship in Emerging Markets (Discussion Panel)**  
Banque du Liban Accelerate

**Digital Transformation: Stop Trying to Change and Start Transforming Your Business**  
DigitalK

**The Future of Media (Discussion Panel)**  
Newton Media Summit

**Digital Transformation: How to Adapt, Innovate and Disrupt the Market**  
Digital Marketing Revolution

**Disruptive Innovation**  
hub:raum WARP

**The Power of Context**  
TechCrunch Nonference

**Inbound Marketing**  
Media Impact

**Disruptive Innovation and its Impact on Education**  
Digital Learning Congress

**Disruptive Innovation**  
Global Webit Congress

**Experience Design and the Future of Retail**  
Retail Technology Days

**Disruptive Innovation and the Future of Digital Transformation**  
Spark.me

**Digital Transformation**  
Numerous Corporate Events

**Collaboration At The Highest Level**  
Numerous Corporate Events

**The Age of Context**  
Digital Marketing Innovation

**Poland: How to Develop Innovation (Discussion Panel)**  
II International Innovation Forum

**Disruptive Innovation and Its Impact on Business Development**  
ICT Summit

**It's not about Mobile. It's about Mobility**  
Mobile Congress

**Thriving at the intersection of digital and traditional marketing**  
Chief Marketing Officer Congress

**Add value or go home! - Impacting people's lives with meaningful marketing**  
Marketing 3.0 Conference

**Why Social Media Matters To Business**  
Biznes to Rozmowy Conference

**Rethinking Marketing: Earning vs. Buying Attention With Inbound Marketing**  
Chief Marketing Officer Congress

**Mission: Impossible?**  
TEDxWulkan

**Collaboration on a Higher Level**  
TEDxWarsaw

**Host/MC**  
Club Med

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**Education**

**MIT Sloan School of Management**

Executive Program Innovation of Products and Services: MIT's Approach to Design Thinking

**University of Bradford**

MBA

**Kozminski University**

B.Sc Management

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## **Accomplishments**

**Winner of the Audience Choice Speakers contest of the Global Webit Congress**

Winner (2nd place) of the Audience Choice Speakers contest of the Global Webit Congress 2014 in Istanbul, Turkey.

**Official Blogger LeWeb**

Invited as Official Blogger of LeWeb Paris 2013 and 2014, one of the largest and most important tech events in the world.

**Lecturer**

Lecturer for 4 years at the BBA and MBA program of Kozminski University, the number one Business School in Central Eastern Europe.

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## **Testimonials**

**Dermot Corr**

Ivan has the rare ability to communicate complex ideas and concepts in an engaging way. He has captivated audiences, he can challenge an audience of experts and manage to make them rethink some long held beliefs whilst providing key takeaway points that many attendees were able to put into action. Ivan is a master of his craft, his intellect, wit and charisma add to any event he is involved in - he always ensures that his presentations are relevant to the audience. At every event I have organised I have had amazing feedback about his presentations - put simply - if you want an exceptional speaker who will create significant value to your audience Ivan should be top of your list.

**Vladimir Vulic**

It's not every day that I instantly 'click' with a person, but that was the case with Ivan. We connected via Twitter, and after getting to know him better, and watching some of his talks online, I invited him to speak at Spark.me 2014 in Montenegro. Ivan delivered a talk on digital transformation and innovation, and absolutely owned the Spark.me stage. His combination of substance, in-depth knowledge and humor really resonated with the audience. I was especially impressed by Ivan's kindness and willingness to interact with the attendees during the breaks and social gatherings, as well as his patience and consideration to accept numerous photo requests. I wholeheartedly recommend Ivan as a speaker to every conference program director!

### **Tadeusz Zorawski**

I saw Ivan's speech at InfoShare 2016 conference and it was definitely one of the three best presentations. Through using his fascinating personal experience, Ivan explains the current challenges of business world in such a way that the audience is fully captivated. It is great to see Ivan's integrity and his motivational skills in what he does. I would love to hear his further speeches and see his next works!

### **Grzegorz Ruzala**

I had a chance ? and a great pleasure ? to host Ivan as one of the keynote speakers during my Innovation Week @ CBRE EMEA GBS in 2015. Ivan delivered a fantastic, inspiring speech on customer experience as the catalyst for digital transformation, explaining why organizations must adapt and embrace digital transformation to drive higher levels of profit, productivity, and performance. Relevant and hot topic, combined with confidence and passion presented by this great storyteller, was one of the key success factors of this outstanding event. Concluding: great job!

### **Anna Kreiser**

Ivan is an exceptional Speaker who knows how to make a real connection with the audience. He invested the time upfront to understand what we were looking for and to deliver professional content tailored to our audience. During his talk he challenged the participants who attended the event to think about different ways to approach digital transformation. Feedback from the event was overwhelming positive and I really appreciate all the efforts Ivan devoted to giving us such a valuable presentation.

### **Filip Debowski**

I met Ivan when he was speaking at the prestigious Webit Global Congress in Istanbul, where I immediately noticed how extremely passionate and open-minded professional he is. When I invited him as the keynote speaker for hub:raum WARP (Deutsche Telekom's startup accelerator), he showed himself as a visionary expert bringing the inspiration and creativity to the next level.

### **Jasna Trengoska**

Ivan really brings the thunder on stage! An exceptional Speaker, motivator and a moving encyclopedia is just a modest way of describing him. He has a great way of connecting with the audience and keeping them engaged and focused. He always delivers meaningful content which then becomes the topic of many off-stage and networking conversations.

### **Madeline Urbaniak**

Thinking about a professional speaker, Ivan is the first person that comes to my mind. He is able to explain important problems comprehensibly. Each presentation contains a huge dose of motivation. Worth every single minute of listening! Do you know what's the best part? Watching his advice being implemented in my business and seeing spectacular results.

### **Ralph Talmont**

Ivan impresses with the perfect balance of approachable personality, long term vision and deep professionalism. I have had the pleasure of having Ivan as the opening speaker at the 2010 TEDxWarsaw where his mix of good humour and thoughtful insight immediately set the day off on the right foot.



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