

ecommerce'
manageren ***18***

Hvem er jeg?

- +20 år som ”marketing executive”
- Pepsi Cola / TDC Mobile / Siemens mobile / TOYS’R’US
- Yale, Hyper Island og INSEAD
- Head of Marketing
 - Coop.dk Shopping



Den nye verden...



MIT Technology Review

Log in / Create an account Search

Topics+ The Download Magazine Events More+

EmTech NEXT AI and robotics are changing the future of work. Are you ready? [REGISTER TODAY](#)

Intelligent Machines

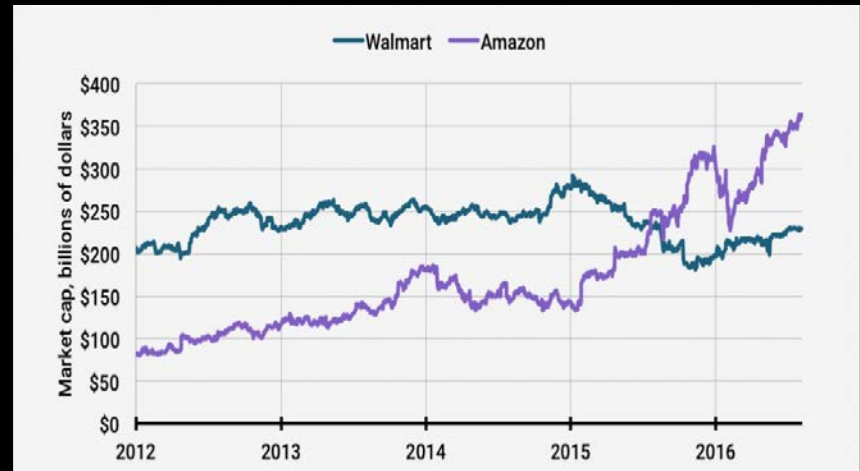
Google's self-training AI turns coders into machine-learning masters

Automating the training of machine-learning systems could make AI much more accessible.

by Will Knight January 17, 2018

Address

BLOCK YOU'VE THE NOW UN THE II



Den nye verden...



Fra analog til digital kultur

Analog culture

- Pushes products into the market
 - Driven by purchasing and supply
-
- Strong hierarchy
 - Slow decision making
 - Process and task orientation
 - Defined tasks (“do this job”)
-
- Understands needs of long-standing customers and how to fulfill them
 - Orientation toward status quo, past lessons, and accepting constraints
 - Experience and stability count
 - Homogenous teams, working within departmental silos
 - Career progression within defined paths
 - Focus on planning and optimization



Customers
and demand

Organization

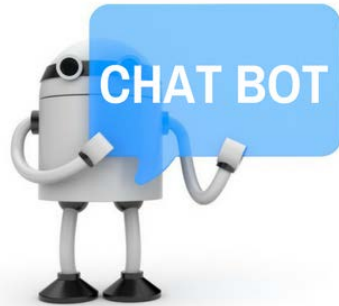
Attitudes and
ways of
working

Digital culture

- Pulls ideas from the market
 - Driven by customer demand
-
- Flat hierarchy
 - Rapid decision making
 - Result and product orientation
 - Empowered employees (“find a way to achieve a goal”)
-
- Understands needs of digital customers and how to adopt new trends
 - Orientation toward innovation, improvement and overcoming constraints
 - Potential, vision, curiosity, motivation, flexibility and adaptability count
 - Mixed teams working in cross-functional and integrated communities
 - Strong collaboration
 - Rapid, unpredictable career progression
 - Focus on rapid launch and learn



Forvent at lære mere om...



Google Shopping

