

Boardroom Discussions

Digital Transformation from CEO Perspective

In 2022 AmCham Croatia is continuing with the fifth generation of the program that was recently chosen as the most creative and innovative in 2021 by European AmChams.

Digital transformation underlines every strategic decision and is one of the prerequisites for further growth and development of every company. The topic encompasses a number of business areas and senior managers facing this challenge often lack examples to learn from. With the program focused on companies' digital agendas AmCham Croatia is trying to bridge this gap.

Boardroom Discussions are targeting CEO's, Board Members and General Managers of AmCham member companies interested to hear about digital transformation trends and operational steps from IT leaders and top management consulting companies as well as peers from different industries.

Discussions tackle strategic issues business leaders currently face, including challenges, dilemmas and different approaches related to digital transformation. The main characteristic of these events is, as the name suggests, lively discussion and exchange of experiences on the selected topic following the initial presentation of an expert speaker. AmCham designed this program to best accommodate small groups and enable open and interactive sessions.

Until now four generations of [Boardroom Discussions program](#) were held.



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1 company roll up (max. 80 x 200 cm) displayed in conference room	✓	✓
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