



SSE RIGA

DATA, DIGITAL, AI, AND TRANSFORMATION PROGRAMME

- ✓ 7-day programme
- ✓ Ongoing Mentoring & Support

Programme benefits

- **Lead AI Transformation:** Develop the skills to drive AI and technology adoption in your organization.
- **Thrive in Uncertainty:** Learn to navigate VUCA environments and embrace digital disruption.
- **Leverage Data & AI:** Turn AI and data into strategic assets for growth.
- **Evolve CXO Roles:** Redefine executive responsibilities in an AI-driven world.
- **Drive Successful Change:** Build effective transformation teams and measure AI ROI.
- **Prepare for the Future:** Gain hands-on experience and implement AI with ethical considerations.
- **Expert Mentoring:** Benefit from personalized guidance and networking opportunities.

Who is the programme for?

This programme is for executives, business leaders, and professionals eager to leverage technology, AI, and digital transformation to future-proof their organizations. Whether launching or optimizing digital initiatives, participants will gain the tools to drive innovation and lead successful change.

Programme at a glance

- **Master Technology & AI:** Understand the latest trends in digital transformation and AI to drive business success.
- **Practical Solutions:** Learn to translate strategy into actionable technology solutions for your organization.
- **Expert Guidance:** Receive mentorship and work on action learning projects with seasoned professionals.
- **Real-World Expertise:** Benefit from faculty expertise in AI, digital transformation, and leadership.
- **Lead Change:** Develop the skills to implement technology, innovate, and ensure business growth.

Content

Day 1: Introduction to AI & Technology

- Kick-off with programme overview and setting expectations.
- Explore AI's scale, importance, and its role in business transformation.

Day 2: Thriving in a VUCA World

- Learn to navigate volatility, uncertainty, complexity, and ambiguity.
- Apply strategic foresight and understand digital disruptions.

Day 3: AI Trends & Data as a Strategic Asset

- Discover cutting-edge AI technologies and their business impact.
- Understand how to leverage data for organizational growth.

Day 4: The Role of CXOs in AI Transformation

- Redefine CXO roles in AI-driven organizations.
- Prioritize AI initiatives in finance and strategic foresight.

Day 5: Leading AI-driven Transformation

- Build effective transformation teams and measure AI ROI.
- Develop competitive advantage and lead through change.

Day 6: Implementing AI & Preparing for the Future

- Master AI strategy implementation and ethical considerations.
- Gain hands-on experience with AI tools for productivity.

Day 7: Final Presentations & Reflection

- Present AI-driven transformation projects.
- Reflect on key learnings and future leadership strategies.

Ongoing Mentoring & Support

- Receive personalized guidance from experts to ensure successful implementation of AI strategies and transformation within your organization.

Faculty



Igor Rodin

Igor Rodin has dedicated 30 years to **Deloitte**, with 25 of those as a **partner**. He has been at the helm of Deloitte's AI Studio, spearheading AI and big data initiatives for some of Europe's largest companies. A native of Latvia, Igor has also led numerous AI projects in the Baltics. His unique blend of global best practices and deep understanding of Baltic business realities sets him apart. In this course, he combines his extensive theoretical knowledge with hands-on experience in cutting-edge AI. Outside SSE Riga, he teaches an AI course for Master in Data Science at Riga Transport and Communications Institute and AI and Strategy course for the EMBA class at Riga Business School.



Edvins Elferts

Edvins is an **experienced technology consultant** and technical team lead specializing in BI, Low Code, intelligent automation, and AI solutions for clients in the Nordics. With 10 years of international experience, including 7 years in Australia and New Zealand with Siemens Healthineers, Edvins has a strong background in project management, digitalization, and operational excellence. His expertise spans sectors such as healthcare, supply chain, FMCG, and education. Edvins holds a BSc in Economics & Business from SSE Riga and numerous technical certifications in data, analytics, and AI.



Daniels Pavljuts

Daniels is a **seasoned multi-sector management professional** with a diverse career spanning senior management roles in industries such as at Swedbank Latvia, the Latvian Chamber of Commerce and Industry, and the Latvian Startup Association. He has also served as a two-time government minister of Latvia. Daniels has consulted for companies and governments across Latvia, the Baltic region, Ukraine, Georgia, Armenia, Moldova, and Kosovo. With 15 years as a business trainer and executive educator, including roles at Stockholm School of Economics in Riga and Riga Business School, his expertise includes effective negotiation, adaptive leadership, change management, and building resilient management teams.



Rihards Garančs

Rihards is the **Managing Director of Executive Education** at SSE Riga and a lecturer in undergraduate and Executive MBA programs across SSE Riga, Russia, and Hanken Executive Education in Helsinki. He directs courses on Artificial Intelligence, Data Analysis, and Business & Leadership Skills, and leads Digital Transformation at the SSE Riga Institute for Strategy. Rihards also runs a consulting practice focused on Business Intelligence, Data Strategy, and digital capability building, helping companies advance their business analytics. He holds an MBA from HEC Paris and National University of Singapore, a BSc in Economics & Business from SSE Riga, and a Data Science certification.

Participation fee

39 000 EUR + VAT

This fee includes the full 7-day programme, course materials, administrative support, a certificate of completion, and ongoing mentoring to support the practical application of your learning.

For more information or to express your interest, please email us at elga.praulina@sseriga.edu