

# Strategy in the Age of Disruption

**WU**

**EXECUTIVE  
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We are experiencing rapid technological evolution, the dissolution and creation of industries, and rising competitive pressures. Strategists and corporate developers face numerous challenges: how to innovate, with whom to collaborate, how to tap into the vast pool of resources and ideas generated by an increasing number of tech startups, and – above all – how to achieve and maintain competitive advantage. Strategy in the Age of Disruption tackles these challenges.

**For further information please contact**

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[www.executiveacademy.at/short-programs](http://www.executiveacademy.at/short-programs)

**JOINT  
PROGRAM BY  
PIONEERS.IO &  
WU EXECUTIVE  
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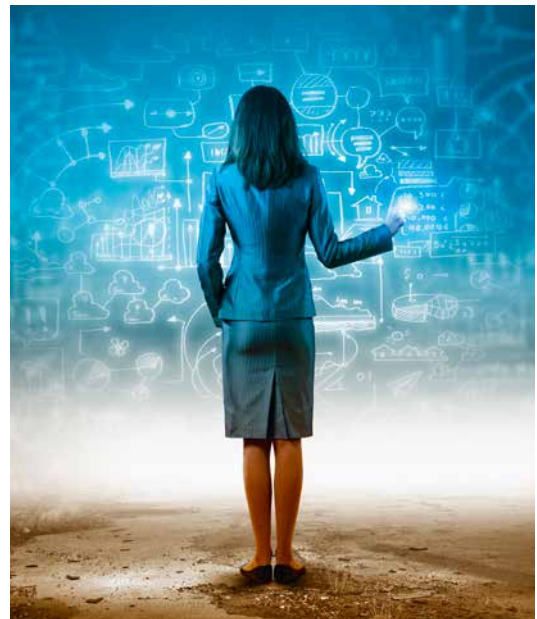
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# Strategic Ways to Shape the Future

This program aims at senior executives, chief digital officers, innovation managers and corporate development managers. It offers a unique combination of academic input and guidance as well as the participation in the famous Pioneers'19 event. The event is organized by Pioneers.io and is the ultimate meeting point where a global community of selected startups, executives and investors join forces to inspire, empower and create platforms where innovation can thrive and result in profitable new business relationships.



## LEARN HOW

- › new markets evolve
- › to evaluate nascent technologies
- › to formulate successful strategies in disrupted industries
- › to cultivate innovation and entrepreneurship in your company
- › to navigate relevant innovation ecosystems
- › to leverage collaborations with startups
- › to turn disruption from threat to opportunity

## DAY 1 April 11, 2019

- › Evolution of new markets
- › Industry evolution and adaptation processes – double helix
- › Sources of advantage
- › Sustaining competitive advantages
- › Strategy in disrupted industries
- › Reasons for incumbents failure

- › Guest talk by leading industry expert

Campus WU

## DAY 2 April 12, 2019

- › Dealing with nascent technologies, industries & ecosystems
- › First-mover vs. second-mover advantages
- › Managing inchoate demand
- › Entrepreneurship in established firms
- › Startup-Corporate collaborations

- › Guest talk by leading industry expert and informal dinner

Campus WU

## DAY 3+4 May 9–10, 2019

Pioneers'19 Event – The ultimate meeting point for tech founders, innovation executives & investors to build partnerships and shape the future.

- › Participate in pre-selected key sessions together with faculty
- › Choose additional sessions
- › Meet famous tech leaders, promising startups, and accelerator founders
- › Network with early-stage investors/VCs

Pioneers'19 Event Location (Hofburg)

## DAY 5 May 17, 2019

- › Achieving superior performance without a sustainable competitive advantage
- › Present and discuss your insights from Pioneers'19
- › Wrap up

- › Guest talk by leading industry expert

Pioneers.io Premises

## KEY FACTS

### Short Program

**Duration:** 5 days during April–May, 2019

**Language:** English

**Fee:** €4,500 (incl. Pioneers'19)

Course credits of 5 ECTS can be transferred to regular degree programs of WU EA



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