

BUSINESS ACUMEN WORKSHOP
FROM DANIELS EXECUTIVE EDUCATION

Build a Data Strategy Leveraging AI



Learn how to build a digital strategy in this three-day workshop. Explore how data, analytics, and AI work together to drive results and improve operations.



Executive Education
UNIVERSITY OF DENVER

Discover the Transformative Potential of AI & Analytics

In this three-day workshop, you will learn how to craft a digitally driven strategy for your organization. You will explore the definitions and the synergy between data, analytics, and AI, to develop an understanding of their transformative potential both in the market and for internal operations.

Drawing from real-world examples and advice from expert faculty, you'll examine contemporary use cases and learn best practices for data strategy implementation. Discover how to assess organizational readiness, set up effective governance, and integrate new technologies with existing processes.

With a focus on practicality and effectiveness, this workshop provides actionable tactics to increase your profits, reduce your risk, and strengthen your brand in today's dynamic market.

"The mix of strategic and deep tactical understanding are crucial for delivering the complexity of this topic. This course would not be nearly as effective if it were taught by anyone other than Jed Summerton"

WHAT YOU'LL LEARN

- Create a digitally driven business strategy for your organization that uses data, analytics and AI to accelerate goals and differentiate in the market
- Understand AI and its impact on the commercial environment
- Examine contemporary use cases where strong data and AI strategies established competitive advantages
- Develop a roadmap for digital transformation, including organizational readiness, governance, technology and practices you'll need to succeed
- Get practical advice from commercially experienced practitioners
- Improve your bottom line, reduce risk and create a stronger brand



Meet Your Faculty

Jed Summerton

Daniels Executive Education

Jed is a senior practitioner of data management, business analytics and predictive analytics. As a consultant and executive he has served over 80 companies and nonprofits in developing and operating large-scale data-investment programs and analytic systems, and using them to build new business capabilities that transform organizational performance.

His expertise is grounded in his extensive experience as a technical executive in managing best practices of international IT organizations, including at DaVita, GE Capital and Level 3 Communications. Jed teaches masters-level business analytics in the MBA and MSc programs at Daniels, where he also chairs the advisory board for the department of Business Information and Analytics.



PROGRAM LOGISTICS: WHAT TO EXPECT

This one-day workshop takes place in-person at the University of Denver. Sessions occur from 9:00 a.m. to 4:00 p.m. and include lunch, coffee, and tea.

You will need to complete a few pre-requisite items before the workshop. You access your pre-program checklist through NovoEd, a leading digital Learning Management system. You'll receive instructions on how to access your NovoEd learning portal and assessment two weeks before the class begins.

In class, you will build a deep understanding of the relationship between data, analytics, and AI and how to leverage them for strategic growth.

"Digital" is much more than a marketing technique or sales channel - it's a mindset for the entire organization. How to compete, how to organize, how to work, how to win. It starts with data and results in outsized performance."

– Jed Summerton



WHO YOU'LL LEARN WITH:

A variety of professionals can benefit from this workshop. Anyone who wants to expand the ways they use AI and analytics can benefit, as well as:

Business Leaders and Executives:

Learn how to use AI-driven insights to make informed decisions that drive growth and innovation, gain competitive advantage, and optimize resource allocation to improve ROI.

Data Scientists and Analysts:

Improve knowledge of AI strategies for better data analysis and predictive modeling and understand the ethical implications of AI in data strategy.

IT and Technology Teams:

Learn how to implement AI into existing IT infrastructure for seamless data processing and integration and develop scalable AI solutions that can handle large volumes of data effectively and efficiently.



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EXPERIENCE THE DANIELS DIFFERENCE: EXECUTIVE EDUCATION PROGRAMS @ DU

DU Executive Education, part of the nationally recognized Daniels College of Business, has spent over 60 years enhancing the skills of working professionals through innovative, impactful programs. With a legacy grounded in ethical leadership and diversity, our programs are crafted to meet the demands of today's dynamic business environment.

Each year, we partner with dozens of organizations and hundreds of clients, fostering growth through a practical, industry-oriented curriculum and faculty who bring both c-suite experience and academic excellence. Our commitment to actionable learning means you'll gain skills you can immediately apply, empowering you to drive measurable results and lead with purpose.

Through DU Executive Education, you'll expand your network within Denver's vibrant business hub and engage in immersive, hands-on workshops that turn classroom knowledge into real-world solutions. Join us to advance your career with the skills and support needed to excel.

Ready to advance your career with DU Executive Education?

Reach out to us for any questions about the reimbursement process or program details:

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<https://daniels.du.edu/executive-education/>