



# About the School

*Bertrand Bodson, a Solvay alumnus, Chief Digital Officer at Novartis, addresses the students of his Digital Business (Master in Business Engineering) and Digital Innovation (Advanced Master in Innovation & Strategic Management) classes.*

## Digital transformation champion Bertrand Bodson addresses Solvay students on digital transformation.



*Bertrand Bodson sharing his experience and knowledge to Solvay students – December 2017*

Our Solvay Professor Nicolas van Zeebroeck invited Solvay alumnus Bertrand Bodson – now Chief Digital Officer at Novartis – to address the students of his Digital Business ([Master in Business Engineering](#)) and Digital Innovation ([Advanced Master in Innovation & Strategic Management](#)) classes.

After Solvay, BCG and Harvard, Bodson joined Amazon's management team in Seattle. After a move to London, he founded a digital startup (Bragster.com, later sold to Guinness World Records) before joining EMI Music as Executive VP for Global Digital Business. Bodson came to Solvay to discuss the major digital turnaround he led at Argos (now part of Sainsbury's) in the UK as Chief Digital and Marketing Officer. From an old-fashioned paper catalog retailer losing 6% of turnover a year prior to his arrival, Argos turned into a dominant and fast growing digital player, challenging Amazon on its own ground with 4-hour delivery anywhere in the UK (thanks to its Hub & Spoke redeployment), a digital-first strategy, and lots of innovative declinations of its physical stores.

***A remarkable case of a successful digital transformation, which forms the core of Professor van Zeebroeck's research and teachings.***