Press release for MIT Platform Strategy Summit

The MIT Center for Digital Business is hosting the 2nd annual MIT Platform Strategy Summit at the MIT Media Lab

July 10th, 2015 8:30AM-6:30 PM.

http://platforms.mit.edu

What is driving your business’s growth in today’s global economy? Chances are, whether you realize it or not digital platforms are facilitating the transactions you make, your customer outreach and retention, as well as the storage and sharing of the data you rely on to make your operations run smoothly every day.

On July 10th, MIT’s Center for Digital Business will be hosting the second annual MIT Platform Strategy Summit. #MITPlatform2015 is designed to educate business leaders on the way that platform-centered markets impact the economics and management of corporate strategy in today’s digital-centric world.

The conference features business luminaries whose pioneering strategies and tactics have transformed (and disrupted!) industry sectors including education, energy, publishing, staffing and human resources, and data management. An all-star cast of speakers includes CEO Apigee (Chet Kapoor), CTO Accenture (Paul Daugherty), CSO Cognizant (Malcom Frank), EVP Samsung (Youngcho Chi), GM Intel (Michal Jackson), Founder LegalZoom (Eddie Hartman), CEO Duolingo (Luis von Ahn), and many more.

Attendees will have the opportunity to attend both sector-specific panels, and sessions designed to impart a general understanding of platform strategy best-practices and applications.

Can’t make it in person this year? That doesn’t mean you can’t participate. If you’ve got a question for the hosts or the speakers, we invite you to submit it via twitter, using #MITPlatform2015. We will be live-tweeting from the MIT Media Lab and posting pictures at platforms.mit.edu so that enthusiasts near and far can participate.