



Greek
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Management
Association

Learning Series 2017

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Capstone Session: Discovering Design Thinking & User/Customer Experience with Thanos Papadimitriou Associate Professor SDA Bocconi, November 29, 2017

Design Thinking is a people-centric approach initially used by designers that is increasingly used and appreciated in numerous aspects of organizational life.

This session aspires to assist participants to:

- Understand how to use the tools and stages of design thinking in order to become innovative thinkers and to uncover creative opportunities
- Explore the design thinking model as a problem solving approach. Learn how a design attitude complements a decision attitude
- Use design inquiry to frame and reframe problems, ensuring that the solution addresses the most important issues in a situation

Professor's Bio

Thanos Papadimitriou is an SDA Professor at the Operations and Technology Management Unit of SDA Bocconi and an Adjunct Faculty at London Business School. He specializes in Technology Management, Innovation and Entrepreneurship. He earned his BSc from MIT in Computer Science and MS in Computer Science and PhD in Management from UCLA, the latter with support of an Onassis scholarship, and he has published articles in the areas of data inventory management, social media, supply chain counterfeiting, and other related topics.

He is also Adjunct Faculty at London Business School and at NYU Stern School of Business and Visiting Professor at ALBA, Greece and Chulalongkorn University, Thailand. In addition to his academic credentials, Professor Papadimitriou has 20 years of full-time and part-time Technology Management work experience initially as a consultant with Cambridge Technology Partners and later having co-founded or advised more than half a dozen companies in the US and Europe including AlphaDetail, LingoSpot, and M2C Media. He has two successful exits under his belt and is the Managing Director of business incubator

Date & Venue

Wednesday, November 29, 2017, 09:30-14:30 @ ALBA Graduate Business School,
6-8 Xenias street, Athens 115 28

Participation Fees

Full participation fee per person : 200 euro

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