**Columbia Basin Section**
ASQ Excellence Through Quality™

**Invitation from
ASQ Innovation Division
October 27, 2022**

ASQ

WE ACHIEVED HONORABLE MENTION IN 2020!
PERFORMANCE EXCELLENCE PROGRAM

**DATE:**

**Thursday,
October 27, 2022**

**This is a virtual webinar via WebEx. Log-in information will be provided on the registration confirmation email.**

**Time:**

**4:00 pm – 5:00 pm PDT**
*(check website to confirm times)*

**Cost: Free for ASQ members and non-members**

To register for this webinar and obtain the WebEx link and sign-in information, click here.

**Attendance at this meeting earns 0.1 RU toward ASQ recertification.**

NOTE: Be sure to use the same email address to join the virtual meeting as you use when registering to receive RUs. You must register for the event and join virtually to receive RUs.

For more information about ASQ's Innovation Division, click here.

For more information about our local Columbia Basin ASQ section and future upcoming events:
www.asq614.org/

# Digital Quality Leadership:
# A New Look at Change



# Dr. Nicole Radziwill, CMQ/OE, CSSBB
**Technology Executive, Author, Keynote Speaker**

Digital transformation attracts funding because companies are anxious to capture competitive advantage through modern technologies like Internet of Things (IoT), Artificial Intelligence (AI), and Machine Learning (ML). But because excitement often runs ahead of results, between 70-90% of digital transformation initiatives to date have failed.

Although Industry 4.0 only emerged as a theme over the past decade, digital transformation started in the early 1970s, when programmable logic controllers were first introduced to industrial environments.

Stories of digital transformation in each decade that span the boundaries between business models, quality management, software, and systems reveal actionable patterns we can use to dominate with digital - even as we anticipate new innovations like non-fungible tokens (NFTs), decentralized autonomous organizations (DAOs), web3, and the metaverse.

In this webinar, you will learn how to lead in the emerging discipline of digital quality and find out what is really being transformed.

- Find out how stories of digital transformation in the past can help us lead into the future
- Understand the value and potential of new entrants (e.g., NFTs, DAOs, web3, and the metaverse)
- Explore how digital transformation experiences can inform how you lead and manage change

*About the presenter:* Dr. Nicole Radziwill provides executive leadership around strategy and execution for industrial and high-tech organizations. This includes deploying tools, processes, and coherent work systems that increase and accelerate results as companies scale from $10M to $100M. Nicole has deep technology, product, and go-to-market expertise, and works mainly as a boundary spanner where data science, AI/ML, data management, industrial technology, quality engineering and/or quality management are in focus. She is an innovator, strategist, business architect, principal data scientist, and advisor (since 2006) to more than 20 CXOs. Nicole is a hands-on data scientist with experience modeling with languages/platforms from archaic to modern.