

EUDII Symposium 46: CEOs: The Life Behind Success

Event Description

The University Encounter of Industrial Engineers (EUDII), organized semiannually by the Industrial Engineering program at Icesi University in Cali, has been a crucial platform for students in the program to directly engage in the planning and execution of internal academic events. On this occasion, as in the previous 45 editions, students not only actively participate in the development of the encounter but also acquire and develop various important skills such as teamwork, assertive and efficient communication, order and responsibility, both individual and group. Over the years, EUDII has consolidated itself as one of the most relevant Industrial Engineering events not only in the city but also in the region, with the fundamental support of national and international speakers, whose main task will be to provide vast and indispensable knowledge to all attendees on October 24, 2024, the date on which the encounter will take place.

The 46th edition, under the title "*CEOs: The Life Behind Success*", will focus on exploring the experiences, challenges, and both strategic and critical decisions that business leaders face on their path to success. The theme will offer attendees a unique opportunity to delve into the world of business leadership from a practical and real perspective, providing valuable lessons directly from those who have positioned themselves at the top of their industries. The event will be held in the Manuelita Auditorium of Icesi University, a space designed to offer a next-level experience for both speakers and attendees. Additionally, advanced digital tools will be used to enable remote participation through virtual transmission, ensuring that the knowledge and experiences shared in this encounter can reach a wider audience, without geographical limitations.

EUDII 46 would not be possible without the support of strategic collaborators and sponsors who have contributed to the magnitude and success of the event, reaffirming its position as a reference symposium in the field of Industrial Engineering in the region.

Central Theme: *CEOs: The Life Behind Success.*

Thematic Axes:

1. CEO in a Digital and Sustainable World:

In the age of digital transformation, CEOs are at the forefront of change. The integration of emerging technologies such as artificial intelligence, Big Data, and automation is not only transforming business processes but also redefining what it means to lead. Moreover, in this context of change, sustainability has emerged as a key factor that cannot be ignored. Today's leaders must not only focus on adopting new technologies but also on how these can be used to drive sustainable business

practices, reducing environmental impact and fostering a culture of social responsibility.

As Westerman, Bonnet, and McAfee (2014) highlight in *Leading Digital*, "leadership in the digital age requires a clear vision and the ability to transform that vision into an effective strategy, aligned with the technological and organizational capabilities of the company" (p. 23). To achieve this transformation, CEOs must develop solid strategies that not only respond to the demands of the modern market but also include a focus on sustainability, considering, as Gómez Ortiz and Durán (2023) argue in their research for the Universidad Libre de Colombia, "(...) for the development of sustainable companies, external and internal variables in the business ecosystem must be taken into account." In this way, they will guide their organizations towards digital maturity, ensuring that technological progress goes hand in hand with a commitment to environmental and social responsibility.

This approach aims to provide attendees with a deep understanding of how business leaders can and should navigate a constantly evolving digital environment, integrating sustainability as a fundamental pillar in their strategies. Through success stories, common challenges, and effective tactics for leading in the digital age, we will explore how sustainability can be a driver of transformation in this new reality.

2. The Game of Life: Strategies and Tactics to Overcome Obstacles:

A CEO's life is not just about a series of corporate decisions; it is a constant struggle to overcome both personal and professional obstacles. CEOs must navigate an environment full of uncertainty, crises, regulatory changes, and ethical dilemmas.

As George and Sims point out in *True North: Discover Your Authentic Leadership*, "authentic leaders are those who remain true to their core values and their own sense of purpose, even in the face of adversity" (George & Sims, 2007, p. 54)². A perspective that highlights the importance of authenticity and resilience in a CEO's ability to face challenges of all kinds.

The purpose of the description provided is to give attendees a comprehensive view of how CEOs approach obstacles in their day-to-day lives, both in terms of strategy and personal growth, and how they manage to maintain a healthy balance between work and personal life.

¹ Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading Digital: Turning Technology into Business Transformation*. Harvard Business Review Press.

² George, B., & Sims, P. (2007). *True North: Discover Your Authentic Leadership*.

Message from the EUDII 46 Team:

We are back stronger. We spent a semester thinking about the best experience for you and today it is a reality. You are very important to us, we hope to see you there! Do not miss it.

Contact Information:

General Manager and Academic Manager of the University Encounter of Industrial Engineers (EUDII) edition 46: CEOs the life behind success.

Daniel Barona | daniel.barona@u.icesi.edu.co

Juan Andrés Palacios | juan.palacios@u.icesi.edu.co

