

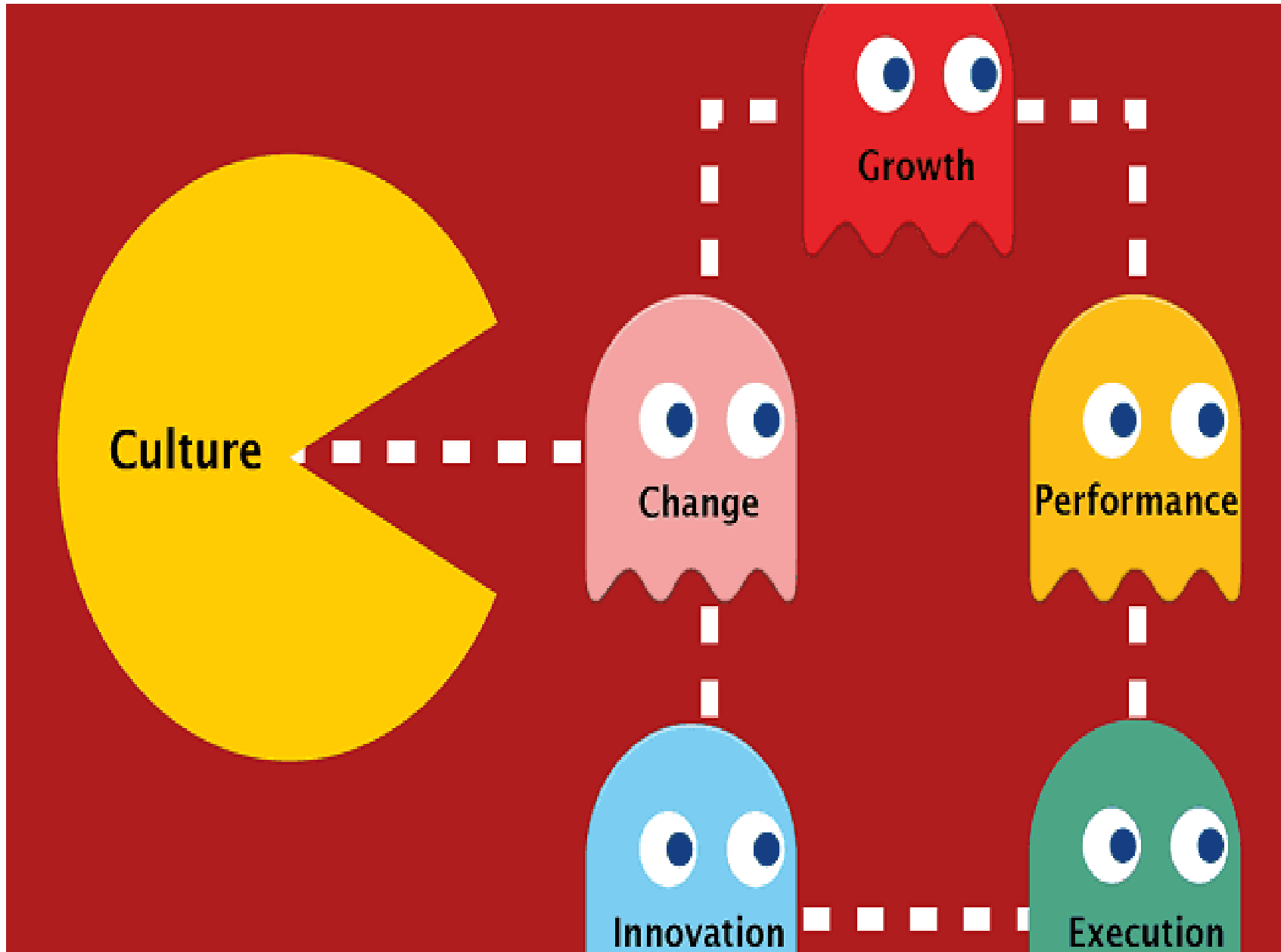
# IT Strategy & Organizational Culture: The PacMan Game?



**Simon Lopez Verti**

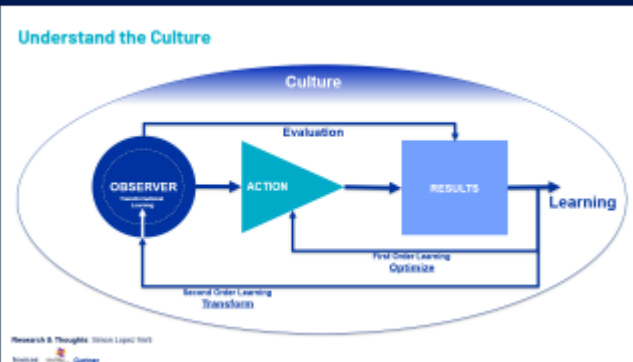
**Chief Information Officer @ Sura Uruguay**

Fort Lauderdale, June 2022

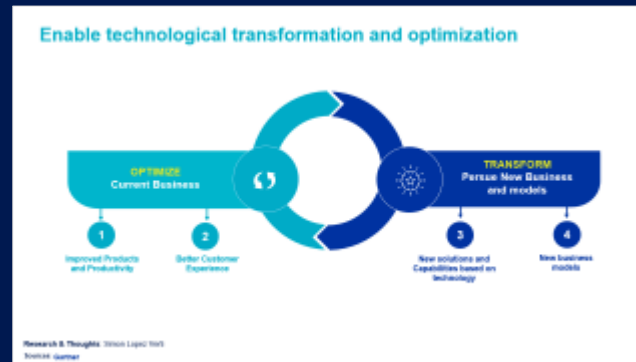


# It is not only a Technology aspect...

**Understand the culture**, how it connects with reality: we must combine strategy, implementation and value realization



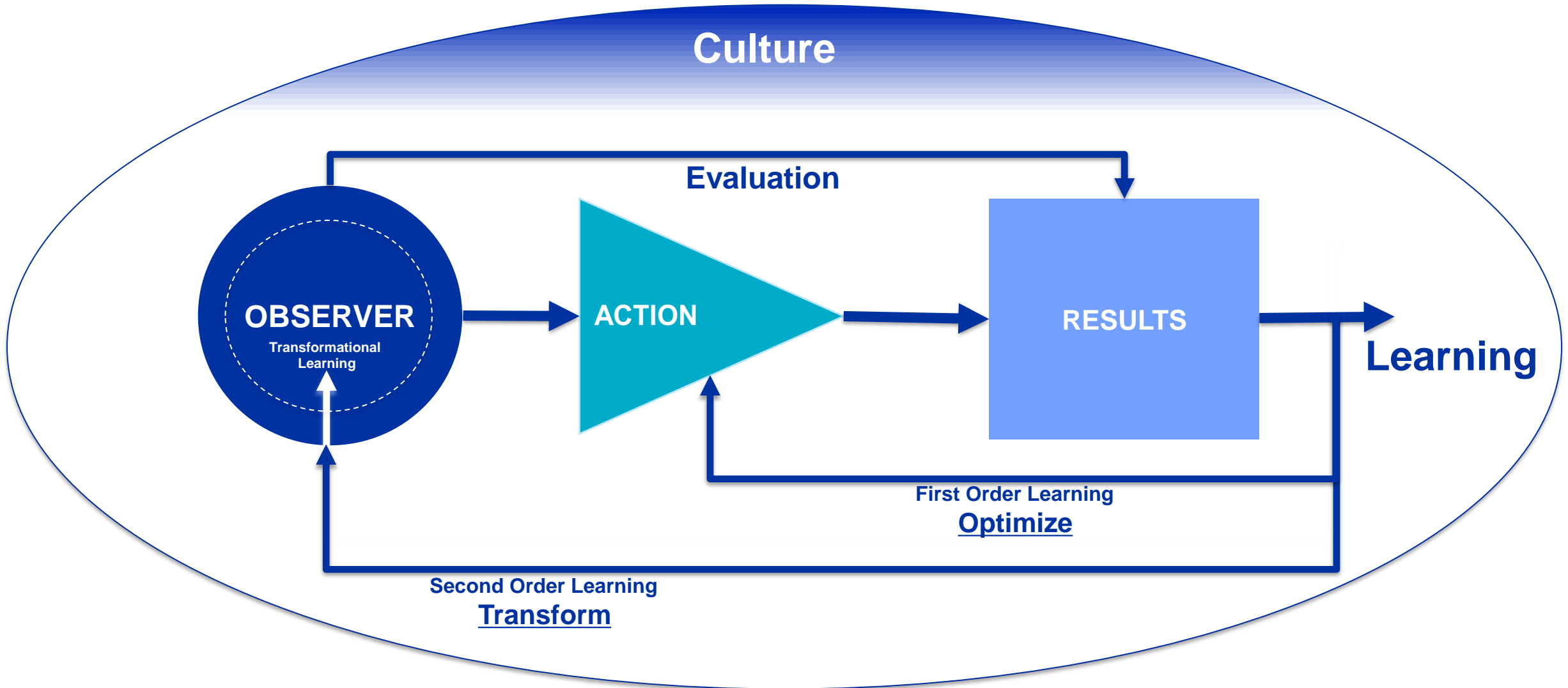
**Enable transformation and optimization** and its impact with current and new business strategy



**Create a value delivery roadmap** for business, customer experience, internal processes and the technological ecosystem

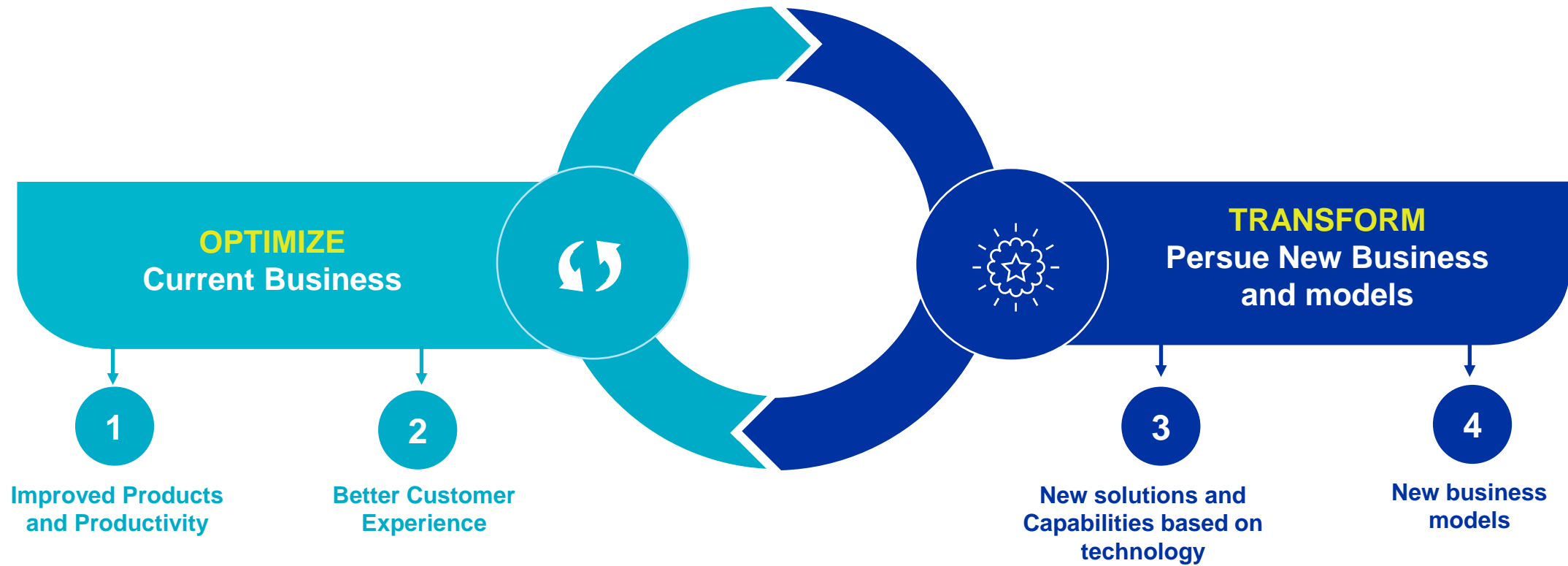


# Understand the Culture



Research & Thoughts: Simon Lopez Verti

# Enable technological transformation and optimization

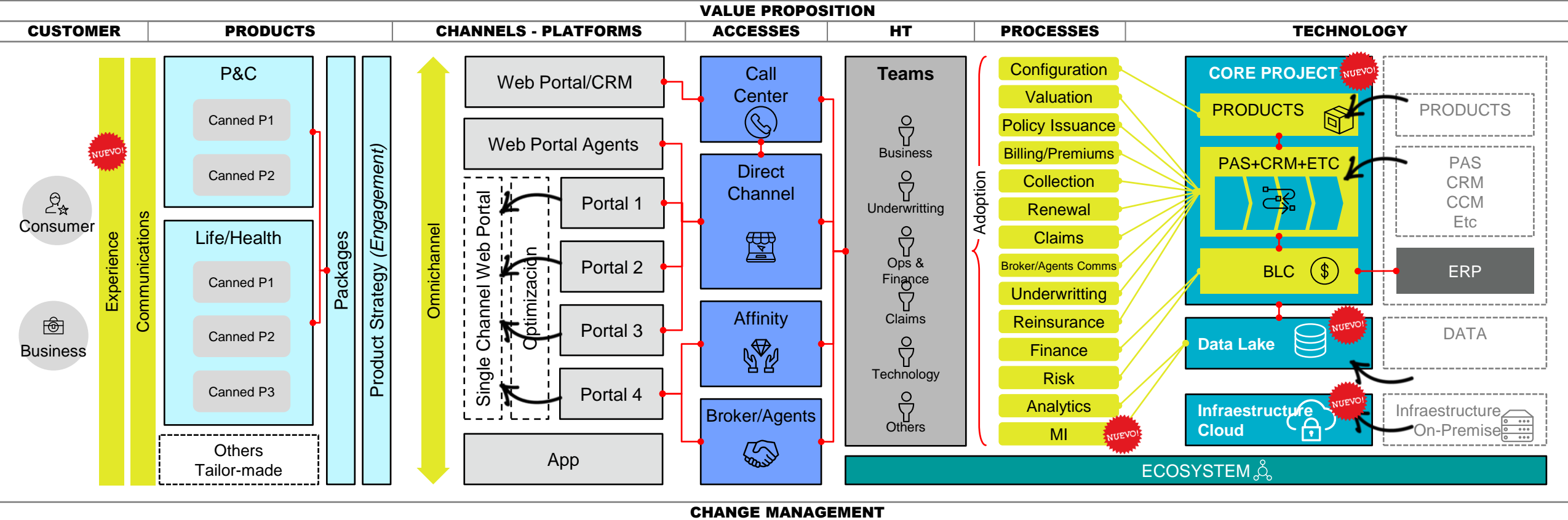


# Create a value delivery roadmap

**TRANSFORM: Front to Back**  
 Customer Experience  
 Enhance Current/New Business

## STRATEGIC PLANNING

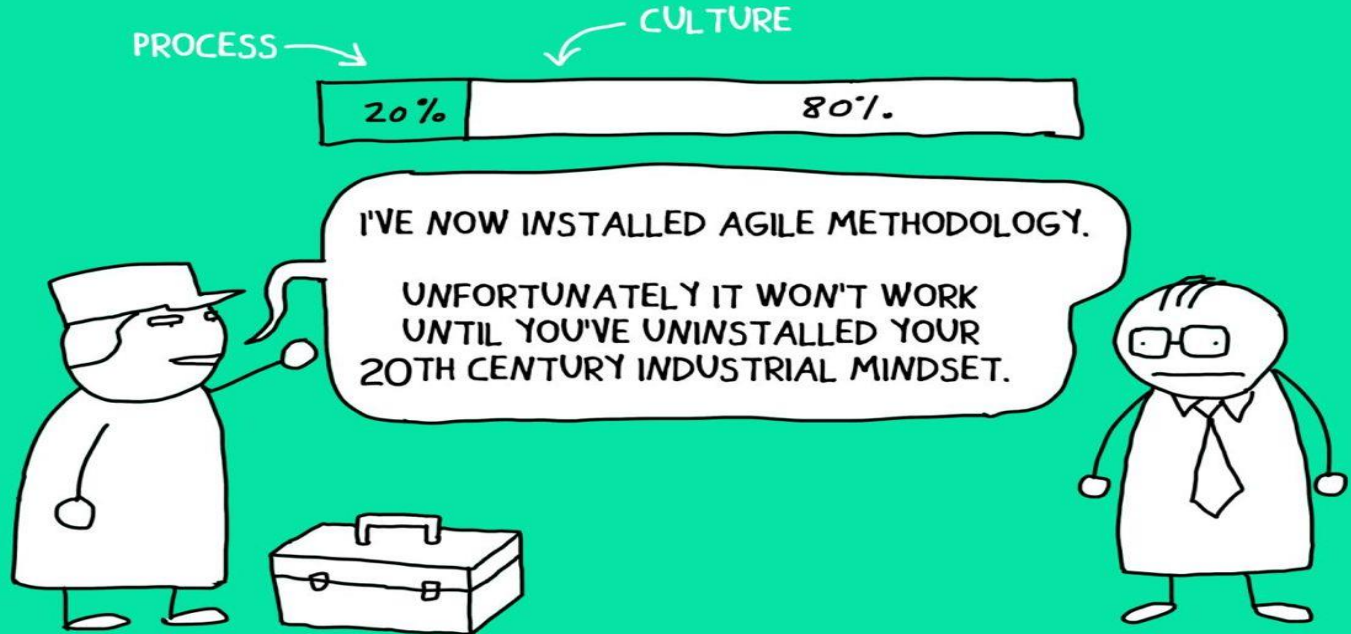
**OPTIMIZE: Back to Front**  
 Operational Efficiency  
 Data Modeling & Analytics





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