



EXECUTIVE
MASTER IN DIGITAL
TRANSFORMATION
& INNOVATION
LEADERSHIP

TECHNOLOGY & DATA

Digital is shaking the status quo with new technologies changing the very nature of what it means to do business. Tech-based innovation is not a choice, nor a one-time shift to be survived. It's a wheel set in motion that will continue to demand constant change, continuous innovation, and unrelenting forward-looking leadership.



ABOUT THE PROGRAM

Your program overview

Intake	June
Duration	13 Months
Language	English
Type of program	Part-time
Location	Madrid, Shanghai and online

As traditional business approaches are overhauled by technological progress, there is increasing pressure to innovate. The Executive Master in Digital Transformation & Innovation Leadership provides mid- and senior-level professionals with the skills to lead digital transformation and drive progress.

For those who
wish to become...

Digital
innovation
officer

Startup
founder

Digital
transformation
consultant

Customer
experience
transformation
manager

Executive
strategic
manager

CTO

WHO IS THIS PROGRAM FOR?

The perfect fit

The Executive Master in Digital Transformation & Innovation Leadership is designed for mid-career and senior level professionals who are either currently in managerial positions, or are seeking to take the leap. No tech background is necessary—the Executive Master in Digital Transformation is specifically designed for leaders looking to build their technical acumen, and focus on tech and innovation strategies.

Managers or C-suite professionals looking to redefine their abilities for a changed business environment will graduate ready to drive innovation and transformation in any industry.



23%

of companies are
not dependent on
digital products or
operations.

Harvard Business Review

WHY CHOOSE THIS PROGRAM?

Reasons you should join

01

Deepen your understanding

You will hone your knowledge of digital tech, gain an understanding of digital economics, and learn to identify ecosystems and the current players. Explore how to strategize for success in the new digital economy.

02

Add value to your leadership

You will improve your tech and leadership skill sets, making you highly valuable as a transversal leader of innovation. Re-learn how to be a leader in a changed business ecosystem.

03

Boost your personal trajectory

Ready to lead change and take the next career step, you will design your own digital transformation journey in a robust learning experience tailored to fit with your own intense work schedule.

04

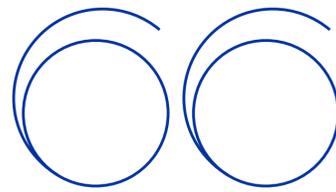
Develop a strategic skill set

Apply data analytics skills to a strategic context by understanding how current sectors are being disrupted. These insights will help you transform business functions and develop results-focused innovation strategies.

Enhance your career potential through the official AWS Academy certification program.



[Learn more →](#)



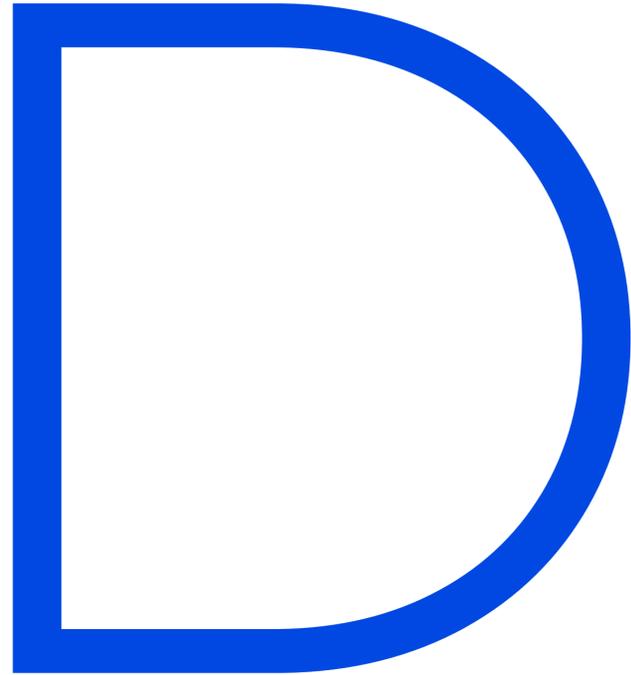
It was great to visit leading companies such as Google, Microsoft, Accenture, and to share that experience with my classmates who all have similar interests as I do in digital transformation.”

Diana Castro Chincaro, Peru

PROGRAM STRUCTURE

Your learning journey

The Executive Master in Digital Transformation and Innovation blends online and in-person learning allowing you to work and study at the same time, across three key modules:



93%

of companies agree that innovative technologies are necessary to reach their digital transformation goals.

SAP/Forrester



Digital tech & innovation

Discover the current and emerging digital technologies that are driving radical improvements in business processes and disrupting the economy. Gain practical know-how in innovation methodologies and learn to implement them within companies.

Digital strategy & business innovation

Understand how data analytics and digital tech are being used to disrupt sectors of the economy and transform business functions. Learn to develop results-focused innovation and transformation strategies.



Leading transformation & innovation

Develop practical leadership skills to overcome organizational obstacles to innovation and to drive successful transformations within functions or businesses.



Over the 13-month program, face-to-face learning will blend seamlessly with online periods to allow you to continue working while you study.

Four one-week residential periods

Three, one-week residential periods will take place at IE University's Madrid facilities, and one will take place in Shanghai. As well as rigorous and

structured training, these weeks provide an outstanding opportunity to meet your peers face to face. Exchange insights, experiences and innovation ideas with like-minded, experienced professionals from diverse backgrounds.

Online periods

Between the residential periods, virtual classes will be taught through video conference sessions, conducted both live and asynchronously. You'll also engage in faculty-led online discussions that, while moderated by professors, enable further discussion and exchange of ideas with your peers. Truly an extension of the classroom experience, and an opportunity to develop your soft skills, leadership and teamworking skills in pursuit of your learning goals.

And that's just the beginning.
Click here to find out more about the program.

[Find out more →](#)

STUDENT PROFILE

Your future network

This program is ideal for business unit managers, who want to sharpen their leadership and innovation skills, as well as department heads and C-suite executives who want to drive digital transformation across all areas of their organization.



20

nationalities

represented in the classroom.

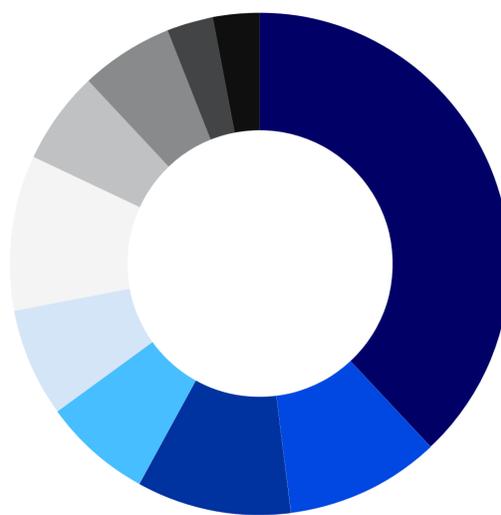
35–45

years old is the average age of students in this program.

10–15

years of **experience.**

Academic background (%)



- Business, finance & economy
- IT
- Marketing
- Literature & linguistics
- Biology
- Engineering & Energy
- Math & statistics
- Agriculture & Geology
- Public Policy
- Telecommunications

Where do program alumni work?



Discover where the journey can take you.
Read more about our alumni.

[Find out more →](#)

ADMISSIONS PROCESS & FINANCIAL AID

The IE University admissions process is simple yet rigorous—and carried out entirely online.

While the particulars may change depending on your chosen program, it always follows a similar format, which you can discover below. With our rolling admissions process, there's no application deadline. But spaces are limited so we recommend that you apply as soon as possible.

The first steps

Before you embark on your personal learning journey, there are five preliminary steps you need to take.

Who you are

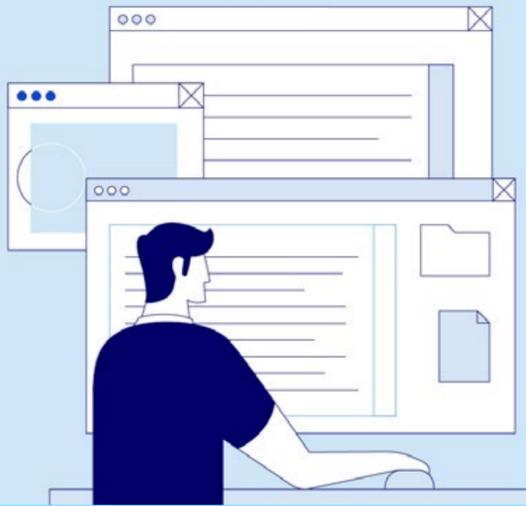
Students across all program areas share common traits that we look out for. We particularly value dedicated and talented individuals who come from diverse backgrounds and possess a global mindset.

Alongside your strong interpersonal skills and innovative outlook, you thrive under an intensive academic workload, considering it an opportunity to share new experiences and create unique approaches to problem-solving.

01

Online Application Form

Complete the online application form and upload the documents required by your program.



02

Online Assessment

With the application submitted and the fee paid, you will receive a link to answer three live questions, two in video format and one in written format.



04

English Proficiency

TOEFL, IELTS, Duolingo or Cambridge (C1 or C2) certifications may be necessary to demonstrate your English level.



05

Personal Interview

This online interview will take place with an associate director of the admissions team.

06

Final Decision

Your entire application will be evaluated by the Admissions Committee and you will receive an answer within 1–3 weeks.



This process may vary depending on the program. Be sure to consult the Admissions area of your program of interest for more details on the admissions process.

* Special admission requirements for Master in Finance Part-time candidates, contact the admissions team for more information.

[Get started →](#)

FINANCIAL AID



If sorting out funding and scholarships is an important part of making IE University your next big step in your professional journey, the good news is that we have a range of funding options available to support you!

Most of our students rely on a combination of different types of financial means to cover the tuition fees and the overall costs associated with program attendance. These means typically include personal resources, student loans, scholarships and, at times, some form of family support or tuition assistance from employers.

The IE Financial Aid Office will help you understand the different financing options and scholarship opportunities available. Researching, understanding your options and planning ahead is key. The FAO will provide you with all the necessary guidance to make any scholarship or loan application process as smooth as possible.

Please visit our financial aid website for more details or schedule an appointment with our team.

[Go to the Site →](#)

The aim is twofold: celebrating and rewarding outstanding individuals and providing scholarship support to deserving and promising candidates who would otherwise not be able to attend IE University.

IE Scholarships

Thanks to the IE Foundation and the generosity of our students, alumni, parents, corporate partners and other benefactors who support our groundbreaking Financial Aid program, we are able to maintain a strong commitment to providing top-notch education to highly qualified candidates from around the world, regardless of their economic situation. Our wide portfolio of scholarships allows us to guarantee diversity and excellence through our needs-based and merit-based scholarships.

Scholarships are awarded based on economic need, merit, distinctive competencies and/or academic and professional excellence. The aim is twofold: celebrating and rewarding outstanding individuals and providing scholarship support to deserving and promising candidates who would otherwise not be able to attend IE University.

Check the [IE Financial Aid website](#) to discover the full list of scholarships available and to learn more about the application process.



Direct Awards

There is no formal application process for the IE High Potential Award—all applicants are automatically considered. Awards are communicated at the time of admission and recipients are chosen based on the information provided during the admissions process: the strength of their application, academic merit, professional experience, the quality of the interview, competitiveness, life experiences and suitability to the program and our school. These awards are need-blind, and are compatible with other IE Scholarships should the candidate require further support through a formal scholarship application.



Loans

Many of our students rely on loans—either government and/or privately funded—to at least partially finance their studies at IE University. As we strive to provide our students with further financing opportunities, we are committed to securing agreements with both Spanish and international institutions that offer our students financial loan schemes on favorable grounds. While there are many organizations that lend to IE students—including those we have an agreement with—it is critical that you understand all fees and terms of available loans to compare them and determine which are best suited to your particular needs.

Contact our dedicated team at loans@ie.edu to find out which financing options may be available to you. Please note that many financing schemes are time sensitive and may require planning several months before your program starts.

Tuition Payment Options

While making an investment in higher education is extremely worthwhile, we understand it isn't always easy. At IE University, we allow students to pay in interest-free installments, without pre-approval requirements or credit checks.

The number of installments and conditions depends on the program, please talk to your admissions advisor for more information.

ABOUT YOUR UNIVERSITY

The IE University ecosystem is designed with the student in mind. Rooted in a human-centered approach to entrepreneurship and innovation, we offer an extensive global network, cutting-edge facilities and top institutional partnerships—empowering future leaders to define their journey.



WHO WE ARE

**First and foremost,
we are Liquid Learners.**

**Liquid Learning
at IE University is the
culmination of our
educational vision,
transcending any single
platform or approach
to produce a holistic,
streamlined academic
experience.**

Developed over 20 years, this model blurs the lines between online and in-person education resulting in a flexible, highly interactive learning journey.

By breaking down traditional barriers to education, Liquid Learning provides access to the same world-class education, regardless of location or personal circumstances.

But what does this mean? Allow us to explain. As Liquid Learners, we are:

1,800+

students can attend
same session
simultaneously

100%

of our students have
online access to classes

200

classes streaming
online simultaneously
in HD

100K+

online sessions
in total

Leaders in Business Education

IE University was founded by entrepreneurs with a vision to disrupt traditional models of education to equip students with the skills they need for the future.

To achieve this, the institution was created with five values in mind: diversity, humanities, technology & innovation, sustainability and entrepreneurship.

Pioneers in Disruptive Learning

IE University transformed business education by introducing disruptive teaching methodologies, ranging from immersive classroom approaches and technological innovation to close ties with industry leaders.

Over the years, our broad spectrum of disruptive learning innovations has helped students from 140 different countries unleash their true potential.



“The WOW Room allows students to connect and collaborate no matter where they are, even if the only way they can join is through their mobile phone at the airport.”

Jolanta Golanowska
Director of Learning Innovation at IE

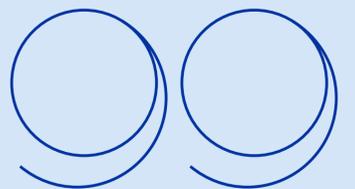
Diverse Visionaries

Our cutting-edge methodologies and global approach to education is complemented by the diversity of our community.

Students are in constant contact with a variety of academic, ethnic and cultural backgrounds, which challenges preconceived notions and empowers them to think in new, innovative ways.



“I'm able to study with people from all around the world and learn about different cultures.”



Patricia
Master in Management



25%

of our alumni have
started their own
businesses

1,500+

students trained
in entrepreneurial
management

100+

mentors working
alongside our students

Restless Entrepreneurs

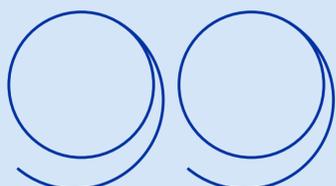
All our programs are taught from an entrepreneurial perspective, encouraging students to craft and apply solutions in the real world—whether in an intrapreneurial or entrepreneurial capacity.

Through startup accelerators and networking opportunities, students are able to fuel their ideas, fully supported as they embark on their entrepreneurial journey.





“IE University teaches you to work and cooperate with people from different backgrounds, and to bring out the best in others.



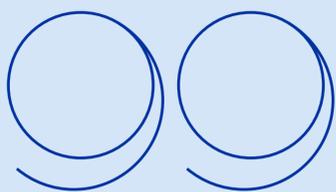
Dionysios Stavrakas, Russia
Executive MBA

WHERE WE ARE OUR EDUCATIONAL ECOSYSTEM

Enjoy the right university experience for you. We have three locations: Segovia, Madrid and Online.



“In every corner of Segovia, in every step you take through its streets, squares, and countryside, there’s a sense of tradition, art, and history.”



Cheyenne Uribe

Switzerland. Dual Degree in Laws and International Relations
Class of 2020

Segovia

[Know more →](#)

Declared a World Heritage Site by UNESCO in 1985, Segovia is famous for its cathedral, alcázar and aqueduct.

One of the city’s most historic buildings, the Convent of Santa Cruz la Real, is home to the IE University campus. This campus combines rich history with state-of-the-art classrooms.





Madrid

[Know more →](#)

Our urban tech-based education hub is located at the heart of one of the most exclusive neighborhoods of the city. Not far away, you can find our new innovation tower—the fifth addition to the Cuatro Torres—bringing an environmentally efficient and avant-garde architectural design to a lively business district. Opening 2021.

Online

Our online classrooms enable us to provide Liquid Learning with hybrid teaching methodology.

Featuring synchronous and asynchronous learning, the online campus puts the student at the center with dynamic learning methodologies that adapt to individual circumstances.



The new location in numbers



7,000

square meters set aside for
green spaces

180

meters high and 35 floors

6,000

undergraduate students on
campus

35

story tower with classrooms
and educational zones

70+

classrooms and a large
number of workspaces and
chill-out zones

50,000

square meters



66,000+

total alumni

169

countries

1,300+

alumni events worldwide

28

alumni reunions

6,000

participants

60+

career sessions per year

300+

career orientation interviews

Global Presence

Our extended IE community stretches across the globe, with 30 offices working together to build a lasting community around the world.

These offices organize thousands of international networking events, connecting our alumni community, candidates, companies and partner universities.

Benefits for our global community:

- ▶ IE events, masterclasses and workshops led by IE professors
- ▶ Corporate partnerships
- ▶ Venture Days
- ▶ Networking and social events for alumni and students
- ▶ Global Alumni Weekends
- ▶ “Glocal” network
- ▶ Worldwide conferences
- ▶ Career opportunities for alumni and students
- ▶ Alumni clubs

Find us at one of our international offices.

[Know more →](#)

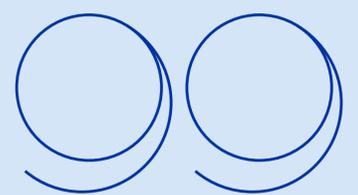


WHAT'S LIFE LIKE AT IE UNIVERSITY

There's always something happening at IE University. From business conferences to sports games and coding competitions, you'll never be lacking in opportunities for growth—and fun!



“IE University has provided me with the right network and environment to strengthen my professional potential as an entrepreneur and architect.



Dana Nayef Alfayez
Alum. Master in Business for
Architecture & Design



Venture Days

Event that connects the entrepreneurial community across all continents.

30+

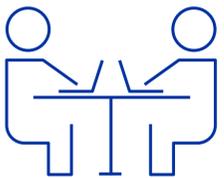
cities around the globe

1,000+

startups applied

Area 31

Weekly Venture Network event with pitches given to investors.



Exclusive workspace for admitted teams

100

Events every year

[Know more →](#)

Venture Lab

Launchpad for startups under the guidance of industry experts.

10

finalists go to the Venture Day in Madrid

450+

startups participate each year



EnlightED

Bringing together the most innovative startups in education, innovation and edtech.



South Summit

Brings together the most innovative startups regardless their industry, development stage and country



6,700+

CEO / Executives participated in our latest edition

\$4.3B+

raised by former startup competition finalists

IE Rockets

Residency program to build your skills and brand in the higher education sector.

146

startups applied

\$60M

raised from startups

IE Clubs and Centers

We believe that campus life is just as important as academic life. With more than 120 active student-led clubs on campus and online, our students have access to countless opportunities to engage with a variety of topics and learn beyond the classroom.

Club spotlights

IE Out & Allies Club

The IE Out & Allies Club endeavors to broaden understanding and support for LGBTQI* populations worldwide. This student-led LGBTQI* club organizes inclusive, year-round events, which range from educational meetups to networking and cocktail events to celebrate a break from school.

The club also proudly organizes the LGBT@Work, the longest-running LGBTQI* work conference in Europe, and third-largest business school LGBTQI* conference in the world.

Women at IE

At IE University, we strive to maintain and promote gender equality both on and off campus. With over 2,000 members, the IE Women in Business Club was created to reduce the obstacles facing women in gaining top leadership positions.

We also work with multiple international women's organizations to provide talented and driven women the financial resources required to reach their academic and professional goals.

Every year, we celebrate International Women's Day with a week full of events addressing gender equality.

Women at IE University
in numbers...

39%

of our full-time faculty
are women

48%

of our students are
women

56%

of the scholarships
offered to master's
students are awarded
to women

7.7
million

was awarded to women
pursuing a master's or
bachelor's degree in
2019

[IE Clubs →](#)



1,500+

annual face-to-face and online events

600+

speakers hosted on campus

37,000+

attendees

IE Center for Diversity in Global Management

The IE Center for Diversity in Global Management harnesses the power of diversity to help organizations become more resilient, efficient and innovative.

Created in September 2002, the Center is an invaluable resource for the IE University community, engaging in training, applied research and awareness-raising activities, alongside holding networking events to foster international debate.

IE Africa Center

IE Africa Center aims to revolutionize the way the next generation of global executives understand African innovation—past and present.

We understand that the intellectual and physical contributions of Africa and its people are not only central to the modern world as it exists today, but are crucial to building a better future.

[IE Centers →](#)

More IE student clubs:

- ▶ **Net Impact**
- ▶ **AI & Big Data**
- ▶ **TechIE**
- ▶ **IE Tech Lab**
- ▶ **IE Tech & Innovation**
- ▶ **IE Smart Cities**
- ▶ **IE Cybersecurity**
- ▶ **IE Blockchain**
- ▶ **IE Air & Space**
- ▶ **IE Fintech**
- ▶ **IE Coding**
- ▶ **IE Women in Business**
- ▶ **IE E-Commerce**
- ▶ **IE EdTech**

and more...

OUR STUDENTS
IN NUMBERS

85%

international students

160+

nationalities
on campus

45+

languages spoken
on campus

52%

male students

7,000+

students on campus

48%

female students

100+

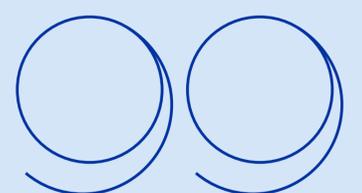
active clubs on campus



“I think the fact that there were only 20 of us and there are 17 different nationalities, the fact that we got to learn so much from different cultures, is great. I think I learned as much outside as inside the classroom.

Manon Germain

Alum. Master in Talent Development
& Human Resources



OUR RECOGNITION & REPUTATION



Pioneers in Online MBAs since 2001

1ST Worldwide
Distance
Online MBA

QS

2021

5TH Worldwide
Top MBAs of
the Decade
International
MBA

P&Q

2020

2ND Worldwide
Online MBA

Financial Times

2021

6TH Worldwide
Master in
Management

QS

2021

3RD Worldwide
Executive MBA

The Economist WhichMBA

2020

9TH Worldwide
Global MBA

QS

2021

WORLDWIDE ACCREDITATIONS



“IE University is a place where diverse, passionate individuals—whether the students or the faculty—come together in a spirit of curiosity to produce positive, high-impact leaders of tomorrow.

Jessica Tollette

Academic Director of the Bachelor in Behavior and Social Sciences

