Global Leadership and Frontier Tech in the Age of Metaverse Commerce

Certificate Overview

Frontier tech – from the *metaverse* and *artificial intelligence (AI)* to *non-fungible tokens (NFTs)*, the *blockchain*, and *cryptocurrency* – is impacting the ways stakeholders engage across geographies and sectors. As a leader, you will be expected to successfully navigate this fast-evolving ecosystem so you and your team have built the muscle memory to not just survive, but thrive.

Thunderbird’s executive certificate in Global Leadership and Frontier Tech in the Age of Metaverse Commerce is designed for leaders to gain an understanding across key technologies of this era. Participants will not only learn about, but will experience first-hand, the latest technologies that will immerse them in frontier tech at Thunderbird School of Global Management’s state-of-the-art global headquarters.

Led by our globally-renowned faculty of practitioners and academics with hands-on experiential exercises, participants will leave with the tools to implement the strategic and operational objectives in their organizations.

Downtown Phoenix, Arizona

5 Days
Nov. 14–18, 2022

In-person

Professional Certificate

Full tuition cost (USD)
$9,175; other fees may apply
Learning outcomes

• Robust understanding of the latest frontier technologies that can impact and disrupt business ecosystems.

• Emerging with a framework of knowing what level of leadership investment to make on these key technologies.

• Gain exposure to theory and practice through hands-on exercises.

• Exchange ideas with other leaders from across sectors facing similar challenges.

• Experience volumetric capture technology and immersive virtual reality in Thunderbird’s state-of-the-art global headquarters.

Curriculum

• Defining, understanding and succeeding in the metaverse

• Leveraging AI for smarter decision making

• Separating NFT myths from reality

• Unpacking blockchain and cryptocurrency

• Exploring the implications of frontier technology on the future of work and winning the war for talent

• Visit Arizona State University’s Dreamscape Immersive virtual reality avatar-driven VR experience

• Measure your global mindset using Thunderbird’s proprietary Global Mindset Inventory™ for Frontier Tech and Metaverse Leadership

Patrick Lynch
Clinical Associate Professor, Thunderbird School of Global Management

Lynch is a practitioner of strategic disciplines to prepare organizations for the future, with extensive experience in human performance management, operations, supplier relations and creating quality customer experiences. Lynch is also the founder of a technology startup and consultancy, pioneering innovations in organizational assessment and dashboard analytics.

Travis Cloyd
Global Futurist, Thunderbird School of Global Management

Cloyd is also CEO of WorldwideXR, as well as an accomplished futurist, innovator, producer, professor and entertainment executive with a focus on creating, managing and financing immersive state-of-the-art technology companies. He is an award-winning producer, XR visionary and Metaverse educator that operates a portfolio of cutting-edge businesses with a focus on trending innovation.

Contact us:
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