

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



In-person

5

Days

Nov. 14–18, 2022



Professional
Certificate

Full tuition cost (USD)

\$6,250; other fees may apply

Thunderbird School of Global Management
**#1 Master's in
management**

Latest THE/WSJ Ranking

WSJ



**#1 in the U.S.
for innovation**
ASU ahead of MIT and Stanford

U.S. News & World Report, 7 years, 2016–2022



Benefits of attending

- 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.

Program features

- 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 global organizations for the future, with extensive experience in data-driven decision making, analytics and digital transformation. Founder of technology and consulting startups, he pioneered innovations in organizational resilience, change leadership and delivering quality customer experiences.

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.



APPLY NOW

Thunderbird.asu.edu/executive-education

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