

**PRESS RELEASE**

# **Covisian Group joins forces with MIT to train its directors and collaborators in Digital Transformation**



Covisian Group, leader in Italy, Spain and Latin America in innovative contact center solutions, closed an alliance with the Massachusetts Institute of Technology – MIT, a benchmark in innovation and technology that was highlighted as the best university in the world for eleven consecutive years according to QS World University Ranking, to train more than 100 managers and collaborators from its offices in Spain, Italy, Colombia and Peru through its intensive Digital Transformation program, in the first stage of the 2022-23 plan.

The executive program, which was initially aimed at the management layer of the multinational group, but has been expanded to different levels of all areas of the company, will last eight weeks and will be carried out globally in groups of 30 people of different nationalities and in different languages (English, Spanish and Italian).

At the moment, four phases have been scheduled between 2022 and 2023, although the strategic plan foresees successive phases in the coming years.

This important training will help to take perspective and an analytical vision of the changes that the company is making at an international level, going from

practical and detailed knowledge of new technologies, through topics such as blockchain, cloud, Artificial Intelligence, IoT and cybersecurity.

*“The digital economy is present in every aspect of business life. To face the challenge, and develop their skills – comments Gabriele Moretti, Executive President at Covisian Group – we have identified MIT as the most prestigious academic institution in the world to offer a unique training opportunity for our resources. This reinforces our commitment to encourage the development of the members of our team, which will lead to the achievement of our main goal, which is to manage innovative technologies at the service of customers”.*

### **A rewarding effort**

The company, which recognizes the efforts of employees to continue training, will grant scholarships for all levels of the organization, to a group of selected people who meet certain requirements such as having a university degree, postgraduate degrees, doctorates, proficiency in foreign languages, and other skills in digitization or digital transformation, among others.

In addition, the training will help managers and collaborators to have a global and in-depth vision of the main changes that Covisian is undergoing at a global level in terms of digital transformation.” *Undoubtedly, MIT’s executive program will help align concepts. The fact that it includes more than 100 management and middle management roles will translate into amazing decision- making agility , dynamic flow of the company and alignment with the real needs of our clients, who are large corporations at an international level”.*

In order to continue promoting training opportunities, Covisian is already working on successive phases on topics such as digital transformation and innovation, with high-level partners such as MIT, and will expand its approach to other areas such as leadership management.