

CBS EXECUTIVE TECH LEADERSHIP

LEADING WITH AND THROUGH DIGITAL MEDIA

EXPLORING COMMUNICATION, LEADERSHIP, AND CONNECTEDNESS IN A
WORLD MEDIATED BY DIGITAL TECHNOLOGIES

EXECUTIVE MORNING BRIEF, APRIL 9TH, 2025





LEADING WITH AND THROUGH DIGITAL MEDIA

KEY QUESTIONS

What really happens when we communicate through digital media – and how does it affect our sense of connectedness?

How do you as a leader build trust and culture in a world mediated by digital media?

What are the business implications of digital media for inclusion, diversity, and our general well-being?

LEADING WITH AND THROUGH DIGITAL MEDIA

EXPERTS



ROB GLEASURE

Professor, Copenhagen Business School

Rob is Professor at Department of Digitalization and co-head of CBS Neurolab.

His research focuses on collective intelligence, online communities, and the impact of mood and cognitive biases in collaborative systems.

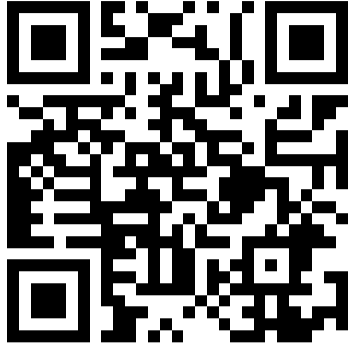


ASTRID HAUG

Author and Advisor

Astrid is a professional board member, author, and advisor specializing in digital leadership, ESG communication, and strategic media trends.

Through her consultancy, she helps organizations navigate digital transformation, sustainability, and technology's impact on leadership.



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On a level from 1-5 (5 being highest), how mature is your company's digital work culture?

3



45%

2



38%

4



17%

1



0%

5



0%

TECH LEADERSHIP



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Ioanna Constantiou,
Professor, CBS



Camilla Kerlaug,
SVP, Danske Bank

AI og forretning



Thomas Ritter,
Professor, CBS



Carsten Lund Pedersen,
Associate Professor, ITU

Exploring AI for Organizational and Societal Innovation



Christina Lubinski,
Professor, CBS



Ann-Christina Lange,
CEO & Consul, Innovation Centre

Capabilities

Digital Capabilities



Attila Marton,
Associate Professor, CBS



Jens Rasmussen,
Former CIO, Chr. Hansen

Cyber Security



Jan Lemnitzer,
Assistant Professor, CBS



Kirsten Hede,
Project Director, CBS Executive Fonden

”
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