

# LEARN HOW TO DRIVE DIGITAL INNOVATION IN A DATA-RICH WORLD FROM STEFAN OLANDER



Join us on June 14 at 2 p.m. ET, as BMC Vice President of Worldwide Channels and Innovation [Sam Lakkundi](#) welcomes digital innovator [Stefan Olander](#) to the BMC Transformational Speaker Webinar Series.

One of the world's leading digital innovators, Stefan is co-founder and CEO of OMORPHO gravity sportswear. As a published author and thought leader, he frequently shares his deep brand understanding and technological insight to teach organizations how to carefully manage the human and tech equation and bridge the physical and digital worlds to deliver creative, experiential solutions for consumers and businesses.

Over the past 15 years, he has led several groundbreaking global initiatives and collective consumer experiences, including inspiring 800,000 people to run a 10K in a single day while he was vice president of digital innovation at Nike. During the webinar, "Driving Digital Innovation in a Data-Rich World," he'll share:

- Lessons learned from helping transform Nike into a fitness technology company
- Data-centric ideas and insights to help individuals and businesses thrive in the digital age
- How the consumer experience shapes technology solutions
- How to manage the human and tech equation