

7th EECME CONFERENCE KEYNOTE

RETHINKING GROWTH – STRATEGIES FOR RESILIENT ECONOMIES IN A ~~CONNECTED~~ FRAGMENTED WORLD



Marko Bohanec is a digital transformation professional with over 25 years of experience, including various roles at Microsoft and as the founder of Salvirt Ltd. His PhD in Organizational Effectiveness, combined with a strong background in software engineering and business administration, equips him to deliver data-driven digital solutions powered by ML and LLM innovation, focusing on enhancing the predictability of business outcomes

The keynote "Rethinking Growth – Strategies for Resilient Economies in a ~~Connected~~ Fragmented World" highlights the challenges facing global economies, including geopolitical tensions, disrupted supply chains, and technological shifts like AI. It emphasizes the need for economic resilience, defined as the capacity to adapt and recover quickly from shocks. Key strategies include diversifying markets, nearshoring, and reskilling workforces. It also underscores the role of digital transformation, agile policymaking, and cultural adaptability in building resilient economies. Companies must redefine core competencies, leverage AI, and prioritize high-quality data to stay competitive. The conclusion calls for building foundational capacities to navigate and thrive in uncertain economic landscapes.