

Webinar
Amazon's Approach to Innovation

Organised by: Singapore Institute of Directors
Date: **Thursday, 30 May 2019**
Time: **4.30pm to 5.30pm**
(Participants are advised to log in 5-10 minutes before the session)
CPD Hours: 1 hour
SID Member: S\$ 45.00 (Excl. GST); S\$ 48.15 (Incl. GST)
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DESCRIPTION

Innovation can create new opportunities or solutions for existing problems. Done well, innovative strategies can lower costs for customers, resulting in global franchises like Amazon Web Services. Indeed, Amazon describes its approach to innovation as “creativity with execution” – the ability to think big as well as deliver on ideas.

In this online session, Mr Dipen Mehta, Head of Digital Innovation, Asia Pacific, at Amazon Web Services shares insights into Amazon's “Working Backwards” mechanism which facilitates innovation initiatives. Using a process to develop ideas that are big and compelling, the simple yet effective approach harnesses creative entrepreneurship for growth.

OBJECTIVES

1. Get insights into Amazon- inspired mechanisms for facilitating innovation initiatives.
2. Learn how innovation can benefit customers.
3. Understand the process of how corporate culture can embrace technology.
4. Explore ways to adapt creative digital strategies and tools into your own organisation.

PROGRAMME

Time	Agenda	Speaker
4.20 pm – 4.30 pm	Participants are advised to log in 5-10 minutes before the session	
4.30pm	Amazon's Approach to Innovation	Dipen Mehta - Head of Digital Innovation (APAC), Amazon Web Services
5.15 pm	Questions and Answers	
5.30 pm	End of Programme	

ABOUT THE SPEAKER



Dipen Mehta

Head of Digital Innovation (APAC)
Amazon Web Services

Mr Dipen Mehta is the Head of Digital Innovation (APAC), based out of Singapore, for Amazon Web Services, a subsidiary of Amazon.com Inc. In this role, he is responsible for initiatives that help customers drive top-line growth through leveraging emerging technologies and trends.

Mr Mehta has spent the last 10 years in Asia, most recently joining from Standard Chartered Bank where he led their digital disruption team and co-founded their innovation lab. Prior to that, he led the mobility practice at Accenture Digital where he focused on helping customers in the region embark on their digital transformation. Over the course of his 20+ year career, he has held various leadership roles in multinational enterprises and is an avid entrepreneur, adviser and investor in numerous startups across the US and Asia Pacific.

Mr Mehta holds a Bachelor of Science (Computer Science) and a Masters of Business Administration (Finance & Entrepreneurship) from NYU Stern School of Business.

REGISTRATION

Please register online at www.sid.org.sg by **24 May 2019**. Should you require assistance, contact us at:

SID Secretariat
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