DIGITAL ECONOMY

THE TECHNOLOGICAL TRANSFORMATION OF OUR LIVES

TECHNOLOGY IN TRANSFORMATION

Last century

Transformation and technological changes are constant

- 1876 telephone
- 1964 fax
- 1969 internet
- 1973 mobile phone
- 1994 smartphone
- 2011 virtual assistant

Today

- More powerful
- More economical
- More accessible

The digital sector, the engine of Europe's recovery in the last 10 years

Future

AGILE METHODOLOGIES

Project segmentation into iterations
↓
Greater adaptability

- Agile business transformation
- Management of uncertainty
- Flexible projects

THE FIGURES

2012–2018
Employment **has multiplied by 8**

2017–2019
Demand for digital profiles has grown by 80% **and supply by 30%**

IN BARCELONA

EUROPES **5TH** STARTUP GENERATOR CENTER

HUB OF TECHNOLOGY PROVIDERS TO THIRD PARTIES

TECHNOLOGY AND JOBS

Destruction

Jobs replaced by a technology

☞ Telephone or elevator operators

Transformation

Technologies transform possibilities and job roles

☞ eHealth, incorporates 3D technologies or IoT

Creation

With new technologies, new occupations appear

☞ The mobile employs 16 million people in Europe

COMPETENCES

Digital challenge based on attitude, not skills

Continuous and digital learning
Adaptation
Collaboration
Co-creation
Creativity
Shared knowledge

WHAT IS NEEDED?

IT professionals with in-depth knowledge of the organization

They incorporate technology into project management and organizational development

EMERGING JOBS

Data analysis
AI and Machine Learning
Software and application development
Expertise in Digital Transformation
Information technology services

Hybrid professionals: apply ICT to areas in transformation

☞ Financial professionals + knowledge in Big Data / Nutrition professionals + UX and gamification technologies

MOST WANTED SPECIALITIES

Data Science
Front or backend developement
UX Design
Tech art
Game design
Cybersecurity services
Digital Marketing

FUTURE PROFESSIONS

Social Disrupting Tecnologies: tackling people's loss of control over technology

Ethical Chiefs: managing the ethical challenges of using artificial intelligence, data privacy, etc.

JOB SEARCH STRATEGIES

PROFILES WITHOUT EXPERIENCE

Bootcamps
University and module students on placement

BARCELONA DIGITAL TALENT

Platform to confront the digital talent gap. Attraction of new local and international professionals

PROFILES WITH EXPERIENCE

Referral programs
Meetups
LinkedIn
Headhunting

SO NOW WHAT? → **CLICK HERE**

LINK UP

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