

# OMNICHANNEL LEADERSHIP IMMERSION CERTIFICATE

---

## Program Description

Offering a compelling omnichannel experience is essential in today's hypercompetitive, rapidly evolving retail and consumer goods market. The key to unlocking the future of retail requires offline-online innovation that enables consumers to buy anywhere they choose to shop.

Cornell University has joined forces with industry executives and visionaries from across the globe to create a new Omnichannel Leadership Program designed to help you build a high-performing customer journey and level-up your organization. In this immersive three-day program at Cornell Tech, industry thought leaders and renowned faculty will come together to share best practices for optimizing the customer experience, addressing topics such as prioritizing the customer, operations and execution, technology, data analytics, ESG, stakeholder management, and change management.

Coming out of the Omnichannel Leadership Program, you will have a fresh perspective on customer needs as well as how you can accelerate the transformation of your organization for the future of omnichannel.

Schedule subject to change.

## Key Takeaways

- Build an omnichannel roadmap specific to your organization
- Develop a deeper understanding of the customer journey
- Assess the strengths and weaknesses of integrating customer relationship management (CRM) and marketing automation systems into your omnichannel plan
- Leverage data analytics to make insight-driven decisions
- Explore how AI and machine learning technologies can influence how people shop, what and where they buy, and how they choose to live
- Gain a better understanding of environmental, social, and governance (ESG) issues that affect your omnichannel plan
- Build your network through collaboration with Cornell faculty, industry experts, and fellow attendees

## What You'll Earn

- Omnichannel Leadership Certificate from Cornell SC Johnson College of Business
- 24 Professional Development Hours (2.4 CEUs)

## Total Investment

3-day in-person program in New York City, NY.

## How to Enroll

For more information and to enroll, please visit Omnichannel Leadership Program (<https://ecornell.cornell.edu/certificates/>).

## Course

Code	Title	Hours
eCornell OMNI001	Omnichannel Leadership Program	0