Abstract: Most executives see IT as a major source of complexity in their organizations. However, IT can also help companies to better manage business complexity. As businesses enter new geographies, develop new products, open new channels, add more granular customer segments, and acquire other companies, they become more complex. And with complexity usually comes cost. Mastering complexity, however, involves more than just getting rid of it. As it turns out, top performing companies find their "complexity sweet spot" by creating value from product complexity (think about providing customers with choice, full-service offerings, customization options, or integrated solutions) while at the same time keeping processes for customers and employees simple. Martin will discuss how IT and the IT unit can help companies to advance toward their complexity sweet spot.

BRIEF BIOGRAPHY

Martin Mocker is a Research Scientist at the MIT Sloan Center for Information Systems Research (MIT CISR). His research focuses on managing IT and digitization, especially business complexity in the digital age, building digitized platforms as well as the impact of digitization on organizations. Martin is faculty chair for an executive education program on digital strategy at the MIT Sloan School of Management.

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Previously, he held faculty positions at Rotterdam School of Management, Erasmus University, in the Netherlands and Hult International Business School in London, UK. Before joining academia, Martin worked as an Engagement Manager and consultant at McKinsey & Company with senior executives on strategic IT challenges.

Martin's research has been published e.g. in Sloan Management Review, Management Information Systems Quarterly and the European Journal for Information Systems; he is also a member of the editorial board for the Journal of Strategic Information Systems.

Martin holds a doctoral degree from the University of Muenster and a degree in computer science from the University of Dortmund, Germany.