

2020 -
2021

Five Good Ideas

for demystifying digital transformation



Marina Glogovac
President & CEO of CanadaHelps

Thursday, March 25, 2021 - 1:00 to 1:45 p.m.

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In this session, Marina Glogovac, President & CEO of CanadaHelps, will share insights on one of the hottest topics out there right now: digital transformation. With a career spanning nearly three decades in technology and media (including working in the magazine industry during the shift to the internet), she knows the challenges that come from forced disruptions. In this session, Marina will help viewers understand what digital transformation actually means, and how to think about and approach this seemingly overwhelming task.



Marina Glogovac is President & CEO of CanadaHelps, a leader in providing fundraising and donation technology to charities and donors since 2000. She is passionate about charities and their essential role in Canada, and about building the capacity of the charitable sector through cutting-edge technology and high-quality education. Under

her leadership since 2013, CanadaHelps has rapidly accelerated its growth trajectory, almost tripling the donations it facilitates for charities and dramatically expanding its offerings for both charities and donors.

Marina is an in-demand public speaker, panelist and writer on the topics of digital transformation, social impact, innovation and disruption, and democratization of access to technology in the charitable sector.

Prior to joining CanadaHelps, Marina had a 25-year career in leading e-commerce, technology, and media companies, including as Chief Executive Officer and the Chief Revenue Officer at Lavalife Corp., Chief Marketing Officer at Kobo Inc., and Chief Revenue Officer at Dealfind.

Among others, Marina has served on boards or advisory committees for The Walrus Magazine Foundation, Bridgepoint Health Foundation, and Big Sisters Toronto.

A graduate of the University of Belgrade, Marina also holds a Master's degree in Education, specializing in Organizational Learning and Change and Strategy Development, from the University of Toronto's Ontario Institute for Studies in Education (OISE).

Five Good Ideas

1. Digital transformation is not about technology.
2. You need the right technology, and integration is important.
3. You need a clearly defined vision and to address four areas: Internal productivity, donor and customer process, culture and roles, and new service and revenue models.
4. Change must be resourced.
5. Go digital or go dark. A sense of urgency and ongoing commitment to digital transformation is critical for future survival and success.

Resources

- CanadaHelps' Whitepapers on Digital Fundraising. <https://www.canadahelps.org/en/for-charities/white-papers/>
- CanadaHelps' Webinars on Digital Fundraising. <https://www.canadahelps.org/en/for-charities/webinars/>
- "Unlocking success in digital transformations." McKinsey & Company. <https://www.mckinsey.com/business-functions/organization/our-insights/unlocking-success-in-digital-transformations>
- The Giving Report 2020: Online Giving is on the Rise. CanadaHelps. <https://www.canadahelps.org/en/the-giving-report/>
- The Technology Fallacy. How People Are the Real Key to Digital Transformation. By Gerald C. Kane, Anh Nguyen Phillips, Jonathan R. Copulsky and Garth R. Andrus. <https://www.chapters.indigo.ca/en-ca/books/the-technology-fallacy-how-people/9780262039680-item.html?ref=isbn-search>



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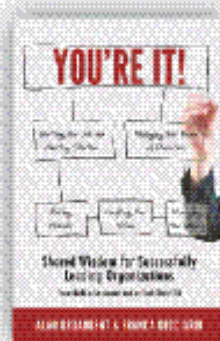
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