

# From Google to Global Banking: Lessons in Leading Digital Change

Embarking on a digital transformation journey is not just about adopting new technologies; it's about reshaping the very fabric of an organization to thrive in the digital age. "Rebel Technologist - The Force Behind Digital Transformation" is a keynote that encapsulates this journey through the lens of a seasoned technologist who led a monumental shift within a 40,000-person bank. This presentation is not merely a recount of successes but a deep dive into the trials, tribulations, and triumphs of integrating DevOps, Agile, Design Thinking, and more into the heart of a traditional banking institution. It's a narrative that spans 32 countries, showcasing that despite cultural differences, the challenges of technology transformation remain universal.

*The keynote is structured around four pivotal sections: the pre-digital journey, the insights from working at Google, the initiation of a bank's digital journey, and the compelling reasons for businesses to embark on this transformative path.*

*It begins with a reflection on Brett StClair's experiences before digital transformation became a cornerstone of his career, setting the stage for the lessons learned at Google. These insights are crucial for understanding the digital-first mindset that the speaker brought to Barclays, where Brett applied these lessons to tackle various challenges.*

*The narrative is enriched with his own personal stories, highlighting Brett's and his team's learning curve—emphasizing the importance of culture, agility, and customer-centricity in driving change.*



*Brett StClair*  
The Rebel Technologist

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- Audiences will walk away with invaluable insights: Strategies for Implementing Agile and DevOps: Learn from firsthand experiences on integrating agile methodologies and DevOps practices to enhance efficiency and innovation.
- The Importance of Culture in Digital Transformation: Discover why fostering the right culture is critical for successful transformation and how it can be a game-changer for your organization.
- Practical Tips for Digital Transformation: Gain actionable advice on starting or rebooting your digital transformation journey, focusing on customer problems and rethinking ways of working.

This keynote is designed to resonate with CIOs, CTOs, and Chief Digital Officers of large corporations, offering them a blend of personal narrative, practical insights, and a roadmap to digital excellence. It's not just about the technology; it's about the people, processes, and perseverance that make digital transformation a reality.