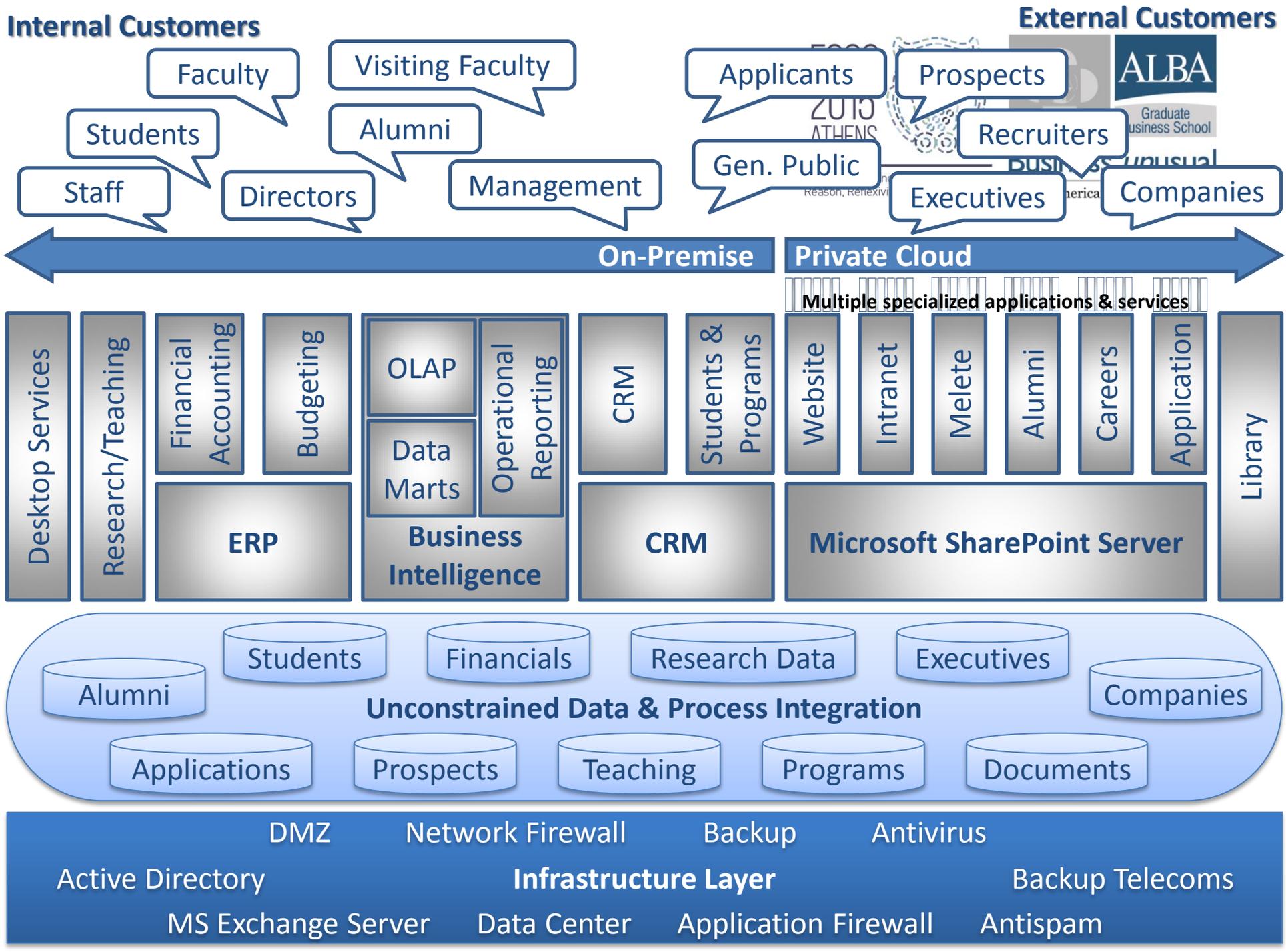


How to use technology to lever marketing and operations

Nikos Mylonopoulos



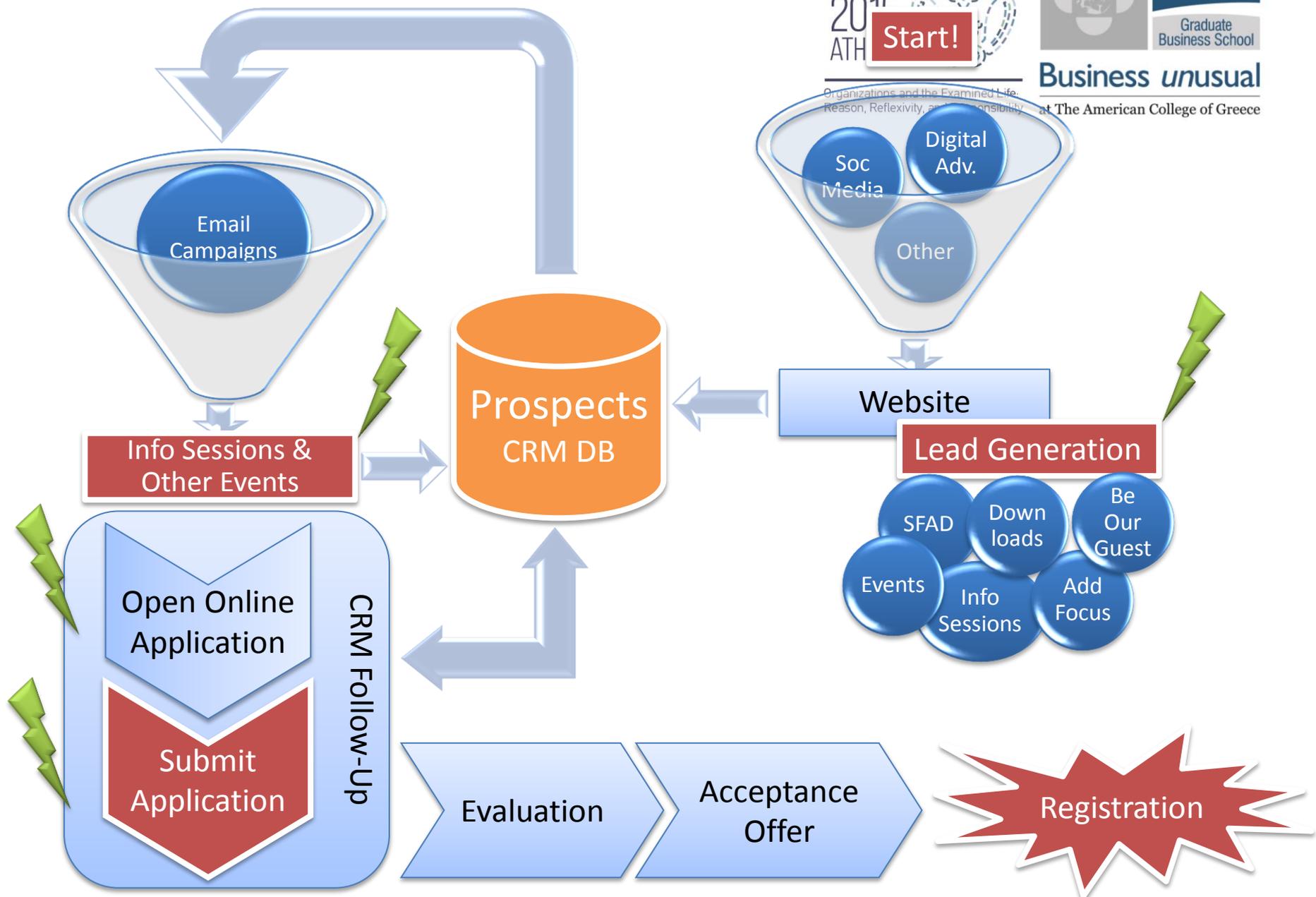
Organizations and the Examined Life:
Reason, Reflexivity, and Responsibility



Marketing Funnel



Business unusual
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Key Strengths



Organizations and the Examined Life:
Reason, Reflexivity, and Responsibility



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- Data and process integration
- Back-end data exposed to the front-end
- Comprehensive Analytics
- “Open” architecture
- Tactical agility
- Collaborative governance

Dilemmas & Choices



Organizations and the Examined Life:
Reason, Reflexivity, and Responsibility



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- Best-of-Breed vs. **Single Platform**
 - E.g. Blackboard vs. “Melete”
- **Custom** vs. Off-the-Shelf
 - Standard platform, custom capabilities
- **In-House** vs. Outsourced
- Tech talent: Acquisition vs. **Development**
- Process Discipline vs. Innovation
 - **Both!**
- Centralized vs. **Distributed** Control