



# ENTERPRISE REINVENTION AT DANONE

## VIDEO TRANSCRIPT

**Joan Sendra:**

Irene, let's start with the concept of enterprise reinvention. More than 90% of finance executives confirm undergoing acceleration of digital transformation across the enterprise. All leading organizations are using data, technology and artificial intelligence to transform every aspect of the organization, optimizing operations and fueling growth. Irene, how do you find the concept of enterprise reinvention relevant to Danone? And what is your experience accelerating interconnected transformations?

**Irene Boj:**

Indeed, I love this concept of total enterprise reinvention, and I can say that at Danone the reinvention is in our daily agenda. I would say that digital is the key enabler for it, and at Danone everything related to consumer... because you know, today, nowadays to reach the consumer or to understand the consumer, there is no other way to do it through that and digital and also in all our processes, where digitalization is part of the productivity and also to take decisions in a better and more equipped way.