

MITX Summit: Design, Technology & the Customer Experience

BOSTON, MA

When design principles are applied to strategy and innovation, the success rate for innovation dramatically improves. Design drives innovation, innovation powers brand, brand builds loyalty, and loyalty sustains profits. This Summit will explore how digital, tech and design are colliding to improve the customer experience journey. Join MITX to explore how to implement innovative ideas in your organization's processes.

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## SPEAKING ENGAGEMENT





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