

CHINA CROSSROADS

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Digital Transformation with Real Impact: Challenges, Priorities, and Insights from Best Practice

Lin Yuanyuan

Former Head of McKinsey FinTech Accelerator



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Digital transformation is more a slogan these days than a practice with real business impact. In this talk, former McKinsey consultant Lin Yuanyuan will discuss (1) why companies fear being left behind by disruptive technologies (e.g. Apple's disruption of Nokia or USB's disruption of hard drives). Because these technologies appear so rapidly, companies need to be prepared to always stay ahead. She will also discuss (2) the challenges companies face in going with a strategy of digital transformation, like where to even start (e.g. HR or sales systems or IT infrastructure), (3) what should be the priorities in where to invest to achieve the best results, and (4) how they should implement what they decide upon (e.g. external vendors or in-house innovation).

[Lin Yuanyuan](#) is the Former Head of the FinTech Accelerator at McKinsey in Shanghai. She has 10+ years' experience in startup ecosystems. She first built up an in-depth understanding of combining technology with business applications while working for Microsoft. After that she joined McKinsey to lead its fintech accelerator where she helped multiple clients adopt the latest technology to boost business growth. Meanwhile, she functioned as an effective business partner to major tech companies to accelerate their growth. Before Microsoft, Yuanyuan had a diversified working experience. Starting as a Social News Producer at the Brazilian national TV station, she later founded her own O2O startup, where she became a digital marketing expert. Besides her regular work, she also serves as a judge for the Hooxiao Award, one of the most prestige awards in the China marketing world.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.