

SO YOU KNOW DIGITAL EXPERIENCE DESIGN?!

MBUS LEADS



Armando is an executive with IBM iX, a global business design partner working at the intersection of strategy, creativity and technology to help clients reinvent their business, define strategies, and create exceptional experiences by design. IBM iX helps harness exponential technologies in the era of the Cognitive Enterprise.

Armando Ortiz is Vice President and Partner, leader of retail, consumer products and travel/ transportation industries at IBM iX. He leads a team of business designers focused on client needs.

If you apply for and are selected to the MBUS LEADS [Leadership Engagement And Development Students] program you could talk to Armando Ortiz- VP and Partner at IBM iX - about his various projects and learn, from his real-life work experiences, the valuable tips that will support your success for your entire career!

APPLY NOW
LIMITED AVAILABILITY

MBUS LEADS program enhances CARTA student success through the creation of a group about 30 highly-selective and motivated CARTA students. It provides members with access to special professional experiences, leadership opportunities, as well as prospects for social, professional, and community engagement. Applications for membership are open to all full-time students in the College of Communication, Architecture + The Arts with cumulative GPAs of 3.0 or higher.

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