

ASU Tempe campus

School for the Future of Innovation in Society

Innovations Talk

Bas Boorsma



Towards a New Digital Deal

Sept. 21, 2018

12–1 p.m.

Computing Commons 120

RSVP: bit.ly/SFIS_Boorsma

Many cities aim to embark on ambitious innovation and digitalization strategies — or already have. What makes such strategies result in the impact hoped for? What can be learned from the many successes and failures observed in the ‘smart city’ space of the past ten years? What are the building blocks of a comprehensive digitalization effort for a community? What are the skills and competencies executing organizations need to gear up for? What are some of the key questions emerging from smart city initiatives that are up for attention of the research / academic community?



Bas Boorsma is a leader in the ‘smart city’ space with over 16 years of experience. He is managing director of the smart city practice at Rainmaking, CEO of TASC, the academy for smarter communities, and adjunct professor at ASU. Bas served as Cisco’s digitization in Europe until beginning of 2018. Bas is based out of Amsterdam.