

## SMU ANNOUNCES NEW ACCELERATOR PROGRAM LAUNCHING FALL 2016

DALLAS, Texas, June 30<sup>th</sup> 2016, PR Newswire – Southern Methodist University (SMU) is pleased to announce the launch of its Accelerator certificate program - a 4-day, immersive cohort-based executive program that provides mentorship, hands-on education, and real-life challenges. Taking place on the SMU campus from September 19-22, 2016, the SMU Accelerator is designed to equip professionals with the latest digital strategies and tools to stay ahead of the competition. Participants have the opportunity to learn from top academic faculty and industry thought leaders from companies such as The Richards Group, DART, Texas Instruments, Brinker International, Publicis Hawkeye, Southwest Airlines and AT&T.

Graduates of the SMU Accelerator Certificate program will:

- **Build an actionable toolkit.** With rapidly advancing technologies and super-informed customers, the demand for executives who understand how to navigate the digital landscape has never been higher.
- **Work with world-class thought leaders.** The project-based, interdisciplinary curriculum is designed to train and develop professionals with the technical, analytical, and communications skills needed to leverage existing technologies to accelerate projects forward within organizations.
- **Enhance their existing job roles.** The program helps participants gain the skills and knowledge needed to take their role in a business to the next level.

The SMU Accelerator program teaches participants essential information on 8 key topics: Leadership for a Digital World, Big Data, Customer Experience, Digital Innovation, Design Thinking, Digital Marketing, Social Media, & Digital Transformation.

As firms undergo digital transformation, the job market is expected to explode for professionals who have these digital skills and strategies. Functions and roles that were traditionally done by marketing, sales, IT, and operations will be shifting toward new interdisciplinary divisions organized around the new digital experience.

Eric Greenberg, Managing Director of SMU Accelerator said “We are excited about this innovative program and believe it to be a valuable option for professionals who wish to expand their skill-set in the areas of digital marketing, customer experience, design thinking and more. We are responding to the growing demand for highly skilled business leaders in Texas and beyond who can guide companies through digital transformations.”

“No other professional development experience delivers like the SMU Accelerator,” said Greenberg. “You’re broken away from the daily routine and will immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and customer experience cultures.”

Priced at \$4,995, the 4-day certificate program includes the cost of a tablet, which participants keep after the completion of the program. Group discounts are available for teams of 3 or more individuals.

For more information about the SMU Accelerator Certificate programs, visit <http://bit.ly/SMUAccelerator> . Online information sessions will take place throughout July to September; with the next webinar taking place on July 13<sup>th</sup> at 7pm. Individuals can register for these free information sessions at <http://bit.ly/AcceleratorWebinar>.

**Contact:**

Email us at [accelerator@smu.edu](mailto:accelerator@smu.edu) or contact at 214-768-3084.

**About SMU:**

A nationally ranked private university with seven degree-granting schools, SMU is a distinguished center for teaching and research located near the heart of Dallas. SMU's 11,000 students benefit from small classes, leadership opportunities, international study and innovative programs.

SMU prepares students for leadership in their professions and in their communities. The University's location near the heart of Dallas – a thriving center of commerce and culture – offers students enriching experiences on campus and beyond. Relationships in the Dallas area provide a platform for launching careers throughout the world.

The University offers a strong foundation in the humanities and sciences and undergraduate, graduate and professional degree programs through seven schools. The learning environment includes opportunities for research, community service, internships, mentoring and study abroad.