



Building a Digital Culture

for a successful
Digital Transformation



Elena Matzaridou
– Digital Strategy Coordinator

DALEX SHIPPING

- Medium size shipping company
- 14 bulk carriers
- Worldwide trade
- Owners and managers



Dalex Information Technology
- Operating Model

ENGAGE

People Processes Infrastructure



Digital culture dimensions

LEADERSHIP &
ORGANIZATIONAL DESIGN

VALUES

BUSINESS PROCESSES

HUMAN CAPITAL

–
Digital culture
dimensions

Leadership & organizational design



–
Digital culture
dimensions

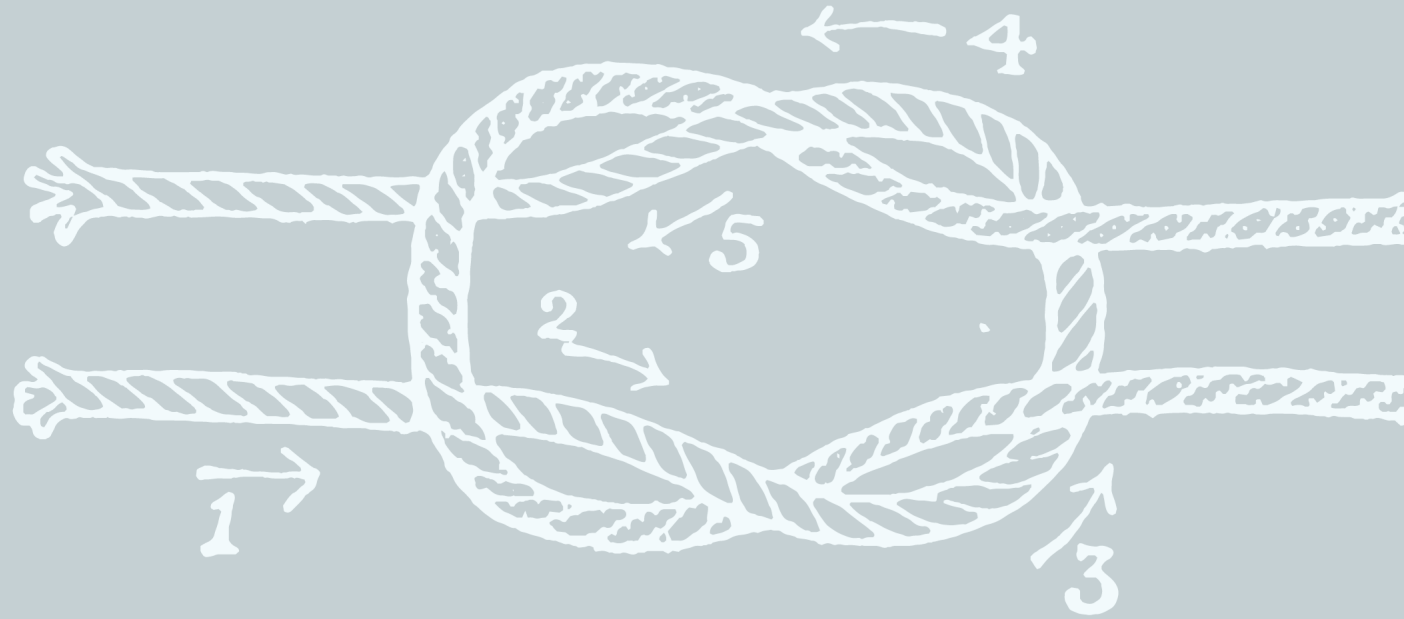
Values

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–
Digital culture
dimensions

Business processes



–
Digital culture
dimensions

Human capital



Establishing a digital culture onboard goes beyond carrying out digital work everyday.

It is about the seafarers appreciating and enjoying the digital tools that facilitate their work.



Thank you
for your time
applause :)

Elena Matzaridou
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LAYOUT DESIGN BY FAZE