

**NOMINATION FORM**

## **Digital Transformation Leaders of the Year**

The 'IDC Women Transforming Technology Awards Turkey 2021' will recognize the efforts of leading female executives, based on their proven ability to drive innovation, strengthen resiliency, and shape rapid change while championing digital transformation.

Our aim is to honor **female leaders** who have not only positively impacted business outcomes, work cultures, and levels of innovation but also successfully promoted gender diversity in their organizations and underscored the need to expand mentoring programs that develop female leaders.

To this end, we will be unveiling four separate lists that will recognize the country's **top 10 performers** in the following categories:

- Rising Stars of the Year
- Digital Transformation Leaders of the Year
- CIO Pioneers of the Year
- CEO Catalysts of the Year

**Securing a place on our lists will be viewed as a genuine mark of enterprise excellence, so submit your nominations today!**

### **QUALIFYING CRITERIA (Digital Transformation Leaders of the Year)**

To qualify for this category, nominees must have:

- Held a position within a company based in Turkey for at least 24 months.
- Spearheaded the leadership of digital transformation in alignment with senior executives and lines of business.
- Successfully delivered major digital transformation initiatives that have led to significant business outcomes.

### **JUDGING PROCESS**

In the event of any dispute regarding the rules, conduct, results, and all other matters relating to the 'IDC Women Transforming Technology Awards 2021', the decision of the judges shall be final, and no further correspondence or discussion shall take place.

At IDC, we pride ourselves on enforcing the very highest levels of transparency and impartiality. As such, each nomination will be reviewed and validated using a multi-tiered process.

The evaluation of nominations and selection of finalists will be independently undertaken by a multidisciplinary team comprising senior regional and international IDC analysts. All nominations will be treated with the strictest confidence.

Upon submission of the nomination, IDC analysts will perform an initial assessment, during which they may call nominees to validate and verify details.

The **top 10** lists for each category will be unveiled at a virtual awards ceremony to be hosted during the 'IDC Women Transforming Technology Summit Turkey 2021' to be hosted on **December 2nd, 2021**.

### **WHO CAN SUBMIT NOMINATIONS?**

A senior executive, department manager, peer, or the candidate themselves may complete the nomination application form.

Note: Nominations for the 'Women Transforming Technology Awards Turkey 2021' are open to end-user organizations only and not to employees of IT vendor organizations.

### **IMPORTANT NOTES**

This document must be used as the unique template for your submission. Please supply us with all the necessary contact information outlined below and then answer all questions in the spaces provided.

All nominations must contain fact-based information and should not include marketing messages or branding information. All questions on the nomination form need to be answered.

IDC encourages short, sharp answers that provide clear insights into the results achieved by the selected initiative/project/nominee.

Candidates can be nominated across multiple categories.

The nomination form must be submitted prior to **October 27th, 2021**.

**Contact details of the nominee:**

Name:	
Title:	
Company:	
Postal Address:	
City, Country:	
Telephone:	
Mobile:	
Email:	

**Digital Transformation Initiatives:** List the innovative and breakthrough digitalization initiative/s or project/s undertaken to transform business operations, redesign customer experiences, generate new revenue streams, or develop new business models using advanced technology over the past 24 months. Describe each in as much detail as possible, including objectives, features, technologies, challenges, implementation process, etc.

**Business Impact:** Describe the business impact of the digital innovation initiative/s or project/s. As much as possible, please detail the clear business outcomes that were achieved, including any quantifiable outcomes. Compare the outcomes to the objectives/goals that were established at the outset of the initiative.

**Other Stakeholders:** Outline the key stakeholders involved and the contributions they made.

**Career Highlights:** Please provide key highlights of your career. You may upload your CV if you like.

**APPENDIX**

Please supply details of two people who our judges may contact for references:

<b>Reference 1</b>	
Name:	
Company:	
Telephone:	
Mobile:	
Email:	

<b>Reference 2</b>	
Name:	
Company:	
Telephone:	
Mobile:	
Email:	

If you have any questions regarding the completion of this nomination form, please contact:

Merve Kaya | [mkaya@idc.com](mailto:mkaya@idc.com) | +905302613562

Please submit your nomination online: <https://survey.idc.com/survey/selfserve/21eb/210621>