

# Center for Digital Transformation

UCI Paul Merage School of Business

## Advisory Board

**Dr. Nicholas Vitalari**  
**CEO & Founder**  
**Elasticity Labs**

Nick Vitalari is an author, educator, entrepreneur and executive. His unique background led him to serve as a corporate executive, professor, advisor, analyst, and as a public servant in local government. His lifelong passion is to learn, help others to learn, create conditions for individuals to thrive, and make enterprises more effective.

His recent book with Haydn Shaughnessy, *The Elastic Enterprise*, describes leading firms that operate with unprecedented flexibility. Elastic enterprises lead with a new soul, new strategies and new structures well suited for growth in the twenty-first century. Currently, Dr. Vitalari is founder and CEO of Elasticity Labs and works with companies to instill new levels of elasticity into their strategies and operations. He is a member of the advisory board and a senior fellow with the Center for Digital Transformation at the Paul Merage School of Business at UC Irvine and is a thought leader in residence at Executive Networks.

Previously he was a tenured professor of management and computer science at UC Irvine and an associate dean for research. Subsequently he joined CSC Index as a senior executive and served as global IT practice leader and as member of the CSC corporate technology steering committee. Later he co-founded The Concours Group, a strategic consulting, research and education company that grew to become an international firm with over 300 employees with revenues over \$50 million. The firm was sold to BSG Alliance in 2007. He has also served as an executive at Technology Solutions Company, nGenera Corporation and Moxie Software.

He has published three other books and numerous articles in professional journals and his work has been covered in the Wall Street Journal, Los Angeles Times, Psychology Today and other media.