

# Center for Digital Transformation

UCI Paul Merage School of Business

## Advisory Board

**Bob Zukis**

**CEO & Founder**

**Digital Directors Network**

Bob Zukis launched Digital Directors Network to improve digital diversity in the corporate boardroom. They are a professional association of executives, board members and organizations working to shape and secure the digital future for everyone. They work closely with corporate visionaries who want to lead on digital governance in the corporate boardroom.

Bob is also the author of the book Social Inc. – Why Business is the Killer Social Opportunity Worth Trillions. He regularly speaks on emerging business and technology issues.

He was previously a senior Partner with PwC where he worked across four continents and 20 countries helping a global F1000 client base find their future in new markets and with new tools and technology. He retired from PwC in 2012 to set himself free to change the world through social technology.

He is active in the board community and always ready to help others CEO's and Boards understand the disruptive power, potential and risks of social technology. He is on the National Association of Corporate Directors SoCal Board and the Advisory Boards of Constellation Research and Los Angeles Universal Preschool.

He has an MBA, with honors from The University of Chicago and a BBA from Texas Tech University.