



**Bio:**

Prof Hanlie Smuts is an associate professor in the Department of Informatics at the University of Pretoria since 2017. During her tenure in industry, her role aimed to deliver consistent customer relevance across all digital touch points, empower customers through convenient and effective self-service, and drive growth through personalised digital offerings and adjacent ecosystems. Her current lecturing and research focus on IT and the organisation, with particular emphasis on society 5.0, digital transformation, big data management, artificial intelligence and knowledge management. Dr Smuts is the deputy chair of the [Knowledge Management South Africa \(KMSA\)](#) board and has published several papers and book chapters in her field of study.