



CIO
The Year Ahead
SUMMIT

BUSINESS STRATEGIES
FOR THE **NEW IT LANDSCAPE**

November 7-9, 2010

La Quinta Resort & Club | La Quinta, California

Presented by



Sunday, November 7, 2010

3:30 pm - 5:30 pm

Leadership Development Workshop: The CIO as Strategist

Pete DeLisi, President, Organizational Synergies

For the CIO position to remain relevant, the role needs to shift to one that is more strategic, business-oriented and external facing. Long-term strategic thinking and planning is the No. 1 leadership competency CIOs say they are developing, according to the State of the CIO studies. But what does it really mean to be strategic?

In this seminar and workshop, we'll learn about and use the concepts and tools strategists apply to develop, refine, clarify and focus enterprise strategy. By the end of the session, you will have gained a better understanding of the tools at your disposal for maximizing IT's strategic value and resetting expectations for your role. Workshop leader Pete DeLisi is academic dean of the IT Leadership Program at Santa Clara University and brings 27 years of practical IT experience and 25 years of strategy consulting experience.

This session, which is open to all attendees, is produced by the CIO Executive Council as part of its Future-State CIO Journey program. Seating is limited, so please reserve your place in advance.



5:30 pm - 6:30 pm

CIO Cowboy Corral

Wear your jeans, put on your cowboy hats and mozy on down to CIO's Cowboy Corral Welcome Reception for cocktails and hor d'oeuvres. Join your fellow attendees, speakers, Hall of Fame Winners and sponsors as we kick off the CIO Year Ahead Summit.

Monday, November 8, 2010

7:30 am - 8:30 am

Networking Breakfast

8:30 am - 8:45 am

Welcome and Opening Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & Events

8:45 am - 9:45 am

Opening Keynote: Transforming Competitive Advantage with Social Media

Francois Gossieaux, Co-Founder and Partner, Beeline Labs

The companies that are most successful in leveraging social media today are thinking differently about their businesses. They've discovered how social media can be far more than just another communications channel with customers, prospects and employees. "If you want to understand what's happening in business today, you're better off understanding Human 1.0 not Web 2.0," says Francois Gossieaux, co-author of the new book, "The Hyper-Social Organization: Eclipse Your Competition by Leveraging Social Media." In this illuminating presentation, Francois will explain how the phenomenon of social computing is fundamentally changing core business and IT processes as well as customer interactions -- and how turning a business process into a "social process" helps companies "tap into the passion of people instead of market segments."



9:45 am - 10:30 am

The CIO's Emerging Role in a Business Growth Agenda

Tony Scott, CIO, Microsoft

Information technology is a "value-added business" at Microsoft, says CIO Tony Scott, and like any other large enterprise these days, that business must adapt more quickly to the escalating demands of ubiquitous mobility, social media and cloud computing. A 2009 alumni of the CIO Hall of Fame and longtime IT leader at Disney and General Motors before his current post, Tony will share his thoughts on the rapidly changing relationship between IT organizations and the businesses they serve. With more IT-enabled products hitting the market today from multiple industries, the potential top-line impact of technology is changing the way companies think about data, security, architecture and the use of cloud-based services or technologies. Tony will talk about how he is managing those challenges at Microsoft, and how CIOs can rise to the occasion and succeed with these new responsibilities, new customer groups and new role in the business growth agenda.



10:30 am - 11:00 am

Mid-Morning Power Break

Re-energize yourself with some healthy granola bars and trail mix while you connect with your colleagues and chat with our sponsors. Cruise on by our book sale table to purchase a copy of "The Hyper Social Organization" by Francois Gossieaux.

11:00 am - 12:15 pm

Top-of-Mind Lightning Workshop

Thom Singer, Conference Networking Catalyst and author of "The ABC's of Networking"

Networking opportunities are one of the main reasons busy IT executives find the time to attend conferences, yet many of you never take full advantage of the expertise all around you. Thom Singer, an expert in personal branding and networking skills, is about to change all that. This fast-paced workshop is designed to get everyone talking about top-of-mind technology and management challenges.

12:15 pm - 1:30 pm

Luncheon

1:30 pm - 2:30 pm

Up, Up and Away: The Elevator Pitch Contest

Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & events
Rob Phillips, Director and Solution Strategist, Service-now.com
Scott Steinbrecher, VP, IT Transformation Group, CA Technologies
Philippe Dintrans, Vice President, Cognizant Business Consulting
Andy Zupsic, SVP, America Enterprise Sales, Juniper Networks

In this entertaining, fast-paced session on enterprise issues surrounding cloud computing, mobility and emerging IT trends, a lineup of specially selected vendors will each get a chance to deliver a 7-minute "elevator pitch" about their services or capabilities, with no PowerPoint allowed (this is an elevator ride, after all). Audience members will jot down their follow-up questions – the tougher, the better – and we'll collect those for a Town-Hall-style Q&A with the presenters. Who will do the most impressive pitch in those few minutes? You'll be the judge.

2:40 pm - 3:10 pm

To Protect and To Serve: A CIO's Guide to the Evolving Role of Network Security Information	Rising to the Customer Challenge with Social Computing	A CIO Playbook for IT's "New Normal"
Nicko van Someren, Chief Security Architect, Juniper Networks	Mark Galligan, Director, IT Service Management, Pacific Life Insurance Company	Andy Wild, VP, Software Rationalization & Enterprise Programs, CA Technologies
Security problems are constantly evolving and the threats your enterprise faces are	Matt Beran, Service Desk Team Lead, Medical Device Manufacturer	Paul Laskin, CIO, Cirrus 9
		With ongoing macroeconomic factors forcing a structural change in the way many organizations deliver IT today, many pundits

changing faster than ever before. Modern malware has grown stealthier and better designed and its objective is to extract valuable information from your systems rather than simply bringing them down. The targets of these criminal attacks are your enterprise applications, not the machines and operating systems on which these applications run. At the same time, corporate networks, data centers and enterprise systems are experiencing a seismic shift as workers become more mobile, server infrastructures consolidate and virtualize, and the network boundaries between 'inside' and 'outside' your organization continue to blur. This session will focus on what CIOs need to know about the latest technologies that other leading enterprises are deploying to manage these changes and protect valuable data assets.

Sponsored by Juniper Networks

In the brave new world of social media and collaboration technologies, businesses have been pulled into a spotlight of immediacy and transparency. As the role of the CIO adapts to take advantage of these new opportunities, companies will be looking to their technology leaders to enable and provide the kind of open leadership that drives an increasingly social business world. In this practical case study session, IT executives from Pacific Life Insurance Company and American Medical Systems will talk about how their people, processes and technologies are transforming to deliver modern IT services that accommodate these rapidly changing customer demands. *Sponsored by*

Service-now.com



are calling these times the "IT New Normal." This new normal is driving demand for fresh thinking about delivery models that supply IT at a faster pace, in a more agile fashion, with fewer resources and (of course) at a much lower cost. Based on customer research collected from many large enterprise engagements, CA has developed its own CIO playbook as a guide to delivering a set of transformational programs targeted at operating – and thriving -- in today's new normal.

Sponsored by CA Technologies

3:15 pm - 4:15 pm

IT Leadership and Business Breakthroughs: The CIO Hall of Fame Panel

Moderator: Martha Heller, CIO Paradox columnist, CIO Magazine
Frank Modruson, CIO , Accenture
Brent Stacey, CIO, Idaho National Laboratory
Tom Murphy, SVP & CIO, AmerisourceBergen
Thomas Flanagan, SVP & CIO, Amgen Inc.

With the rise of consumer technology in the enterprise and the business's insatiable appetite for IT, the CIO's job is only getting harder. In this engaging panel discussion, you'll hear from the newest members of the CIO Hall of Fame on how they balance the considerable demands of executive IT leadership in the face of constant change. These world-class CIOs will share their challenges, successes and pragmatic advice on everything from developing new partnership strategies with the business to building and motivating high-performing teams. This dynamic exchange among such accomplished CIOs is a must-see for those who aspire to follow their lead.

4:15 pm - 4:30 pm

Closing Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & events

6:00 pm - 7:00 pm

2010 CIO Hall of Fame Reception

Come join in the celebration! Relax and enjoy light refreshments and cocktails as we prepare to honor this year's Hall of Fame Honorees.

7:00 pm - 8:30 pm

Gala Dinner and Presentation of the 2010 CIO Hall Of Fame Awards

Raise a glass as we honor the five newest members of the CIO Hall of Fame. Maryfran Johnson will be hosting and special guest, CIO Founder, [Joe Levy](#), will be inducted as an honorary member of the Hall of Fame. Enjoy an elegant meal and relaxing conversation.

Tuesday, November 9, 2010

7:15 am - 8:15 am

Networking Breakfast

8:15 am - 8:30 am

Welcome Back & Opening Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & Events

8:30 am - 9:30 am

Opening Keynote: How to lead a Switch (and Manage Change)

Dan Heath, Author and Senior Fellow at Duke CASE Center

Why do some big changes happen easily while many small changes prove impossible? The answer hinges on some of the most fascinating findings in psychology and the way our brains are ruled by two different systems: the rational mind and the emotional mind. Based on his 2010 best-seller "Switch: How to Change Things When Change is Hard," Dan Heath will reveal his simple, three-part framework to help you change things in tough times -- whether the change you seek is at work, at home or in society. In this inspiring, story-driven opening keynote, Dan will explore some reliable ways to drive successful change as he delivers practical techniques you can start using today.

9:30 am - 10:00 am

Coffee Break and Booksigning

Enjoy another morning cup of coffee as you pick up a complimentary copy of "Switch". Author and opening keynote speaker, Dan Heath, will be signing copies of his book.

10:00 am - 11:00 am

Transforming the Business Technology Role at Sony Electronics

Drew Martin, SVP & CIO, Sony Electronics

Anything you can imagine, you can make real. That's the slogan at Sony Electronics, where CIO Drew Martin is bringing the IT organization to the front lines of product engineering and customer innovation. With IT becoming such an integral part of product offerings -- not only at Sony but across many industries -- Drew believes IT organizations have a three-fold mission to provide

operational excellence, business partnership and above all, innovative thinking. In this insightful case study of a three-year business technology transformation, he'll talk about recasting IT's role, managing change and communicating effectively across the company.



11:00 am - 12:00 pm

A CIO's Guide to serving on a Fortune 500 Board

John Sviokla, Vice Chairman, Diamond Management & Technology Consultants

Eric Sigurdson, Managing Director, CIO Practice Leader , Russell Reynolds Associates

Only a handful of CIOs or ex-CIOs currently serve on Fortune 500 boards of directors – a perplexing state of affairs for a C-level position so vital to every company's success. Why are CIOs passed over in recruiting for board seats? How did the CIOs who've attained these seats get there? In this revealing, well-researched session, you'll hear from Eric Sigurdson, managing director of the CIO Practice at Russell Reynolds Associates, and John Sviokla, former Harvard Business School Professor and Vice Chairman of Diamond Management & Technology Consultants. They will share their exclusive new research on CIOs serving on public company boards, discussing what it takes to get on a board, why so few CIOs have made it yet, and – most importantly -- what actions you can take in your own career to increase your chances of attaining a place at the board table.

[View the video from this presentation](#)



12:00 pm - 12:15 pm

Networking Catalyst

Thom Singer, Conference Networking Catalyst and author of "The ABC's of Networking"

12:15 pm - 1:15 pm

Luncheon

1:15 pm - 2:00 pm

Driving the IT/Marketing Relationship at Mazda

Jim DiMarzio, CIO, Mazda North American Operations

While there seems like plenty of opportunity for marketing execs and CIOs to collaborate on reaching customers via social media

channels, recent research from Accenture and the CMO council shows that the operational changes necessary to make it happen often get in the way. Only 4 percent of more than 300 marketers surveyed said their companies were ready to exploit these new channels. At Mazda North American Operations, CIO Jim DiMarzio is bucking that trend with an unusually close IT/marketing partnership that pulls both groups together to develop social media and mobility strategies to engage current and future customers. In this session, Jim will talk about how this working partnership evolved from a “very traditional relationship” three years ago to a more tightly aligned collaboration today. He’ll also share Mazda’s roadmap for rolling out more mobility and collaboration options to car dealerships nationwide, and how new policies are encouraging employees to use social tools to become advocates for the products they produce.



2:00 pm - 2:45 pm

The Legal Implications of Cloud Computing, Social Media and Mobility

Matthew Karlyn, Senior Counsel, Foley & Lardner

When CIOs sign on the dotted line for any cloud deal, there’s a lot at stake. The risk starts with data access and privacy concerns and extends through service level agreements to company reputation and specific state and federal laws. What do you need to know – and stipulate in contract language -- to protect your organization in today’s shifting legal landscape? What are the regulatory issues that apply to social networking use across the enterprise? In this highly practical presentation, attorney Matt Karlyn will cover the latest legal implications of cloud computing, data protection and social media use. He’ll send you home with some actionable ideas and examples of the exact language that should be in all of your cloud contracts today.



2:45 pm - 3:00 pm

Networking and Refreshment Break

3:00 pm - 4:30 pm

Work Your Strengths: Getting the Right Brains into the Right Seats

Chuck Martin, CEO and Author, NFI Research

In this special presentation and workshop, Chuck Martin will show how successful people across any organization have certain characteristics hardwired into their brains from birth. Calling these characteristics “executive skills,” Chuck details how to identify them in yourself and others to improve your effectiveness as a leader. His new book, "Work Your Strengths: A Scientific Process to Identify Your Skills and Match Them to the Best Career for You," is based on a two-year global study of high-performing people and includes specific findings about CIOs and IT professionals. This session includes a highly interactive workshop where attendees will take part in quick, easy exercises to learn how to identify these skills in others, use that knowledge to pick the best employees to hire and promote and create strengths-based teams.



4:30 pm - 4:45 pm

Closing Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & events