



THE CIO FORUM
AT THE HARVARD CLUB, NEW YORK CITY
3RD NOVEMBER 2011



[The Forum Pages](#) [The Format](#) [Testimonials](#) [Richmond Events](#) [Contact Us](#)

[Conference](#) | [Delegates](#) | [Suppliers](#) | [Confirmed Attendees](#) | [Post Forum Tools](#)

Testimonials

The CIO Forum is an excellent way to meet qualified buyers in a concentrated 2 1/2 days.

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Forum Features



Personal Development

More Richmond Events

The IT Directors' Forum
16 - 19 May 2012
Southampton

The CIO & IT Security Forums
20 - 22 May 2012
Florida

The IT Security Forum
20 - 22 May 2012
Florida

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The Conference

The CIO Forum | Now in Its **14th**

Year

Our conference program is refreshingly different to what you're used to seeing at regular tradeshows and conferences. Why?

- **Built Around Your Needs:** We create The Forums conference program based on research and feedback from our clients, senior level IT executives, who like you are dealing with critical issues on a daily basis.

- **First class speakers:** Conference sessions are led by peers or industry experts, who have a clear understanding of the business obstacles inherent in controlling large technology departments and how they can be managed and resolved.

- **Intimate sessions:** Sessions are for small groups of under 25 delegates. This environment encourages attendees to be able to share best practices, successful case studies, and receive opinions and suggestions from their colleagues.

The entire conference is built around helping you become a more effective executive and opening doors to new perspectives and points of view to help you and your department move forward.

If you are interested in participating as a speaker or wish to recommend a speaker or topic, please contact [Steve McCuaig](#) now.

As of October 18, 2011. Program subject to change.

Conference Programme



New Views into Language and Communication: The Power of Data

Keynote Presentation

DEB ROY, Leading Expert on Technology and Human Cognition, MIT Media Lab

As we transition from the industrial revolution of the 19th and 20th centuries to the data revolution of the 21st century, all aspects of human understanding and organization are up for re-definition. Drawing from his work at MIT and his startup, Bluefin Labs, Deb will present case studies in the use of data mining and visualization to make sense of massive data sets in the fields of child language development, and audience understanding at the intersection of television and the social web.

Bio:

Deb Roy is an entrepreneur, innovator, and an expert on data analysis and interpretation. He is the founding director of the Center for Future Banking at MIT, which, in collaboration with Bank of America, explores how emerging technologies and insights into human behavior can transform customers' experience. In this effort, he is joined by a multidisciplinary team of researchers and students with a passion for invention who are developing new ideas for the banking industry, and building and testing new working prototypes.

A pioneer in cognitive modeling, communication theory, and human-machine interaction, Roy is the AT&T Associate Professor at MIT and chair of the academic program in Media Arts and Sciences. In this role he oversees the academic program of 140 masters and Ph.D. students at the MIT Media Lab.



Leadership and Today's CIO

Seminar

Larry Bonfante, CIO, United States Tennis Association

While many CIOs have had a great deal of training and experience on how to run a technology organization, many of them struggle with the "human" side of IT leadership. That is because, today we must be more than a utility provider of technology services.

IT must help drive new revenue streams, reengineer how business is done in a global marketplace, and leverage technology to help develop

brand and market presence.

A successful CIO must be a business leader who can help transform the enterprise by leveraging technology to drive business value.

Join Larry Bonfante, CIO of the United States Tennis Association and author of "Lessons in IT Transformation: Technology Expert to Business Leader", as he focuses on the critical components of IT leadership that don't always come naturally to CIOs.



IT in the New Normal

Seminar

Richard Zaloom, CIO Americas Region, Credit Suisse

Given technology's importance to a financial institution, it is crucial for the CIO organization to fully understand both IT and the business strategy and how best to marry the two to maximize opportunities, control risk and create value. As an IT division, we have had to transform our organization to deal with the realities of the constantly evolving business environment - what we call the New Normal - which has had a profound effect on our industry, on our bank and on our IT division.

The New Normal has led to an environment of constrained resources and a heightened regulatory focus. These realities pose specific challenges for IT organizations that need to be met head on.



The SOCI@L Shift - Social Media's Impact on Organizations

Workshop

Harpaul Sambhi, Author & CEO, Careerify

Social media has shifted the consumer world, but organizations have seen only the tip of the iceberg. Employees are flocking to social media to talk about your organization, while more and more employers continue to struggle with how they can use social media. Harpaul Sambhi analyzes how organizations are utilizing social media to empower employees, why social media will thump IT security, and showcase best practicing organizations to increase productivity.

From policy writing, innovation, talent management, leadership development, engagement to communications, Harpaul analyses how social networks are currently, or will impact each function in the near future and how organizations are monetizing social media usage at the workplace, all from a Generational Y point of view.



The Importance of Analytics: a discussion

Roundtable

Jerry Grochow, Former VP for Information Services & Technology, MIT

"Analytics" (also: "business analytics," "data analytics," and "information analytics") are rapidly becoming an important business capability for organizations hungry to exploit newly available information gathered from frequent customer programs, social media, and other sources. Analytics programs are most often brought into the organization by business unit leaders - with CIOs often relegated to the background.

This roundtable will focus on the issues that CIOs face in engaging with their business counterparts in introducing analytics to their organizations.

Questions to be discussed include:

- Approaching an IT-business unit partnership related to analytics.
- Establishing a common vocabulary for analytics that will be relevant both to IT and business units.
- Developing criteria for assessing the value of analytics to the organization.
- Understanding "critical success factors" for an analytics program.
- Planning an analytics program.



The Future for Information Security

Roundtable

Dennis Dickstein, Chief Privacy and Information Security Officer, UBS Wealth Management

Now more than ever, CIOs are trying to look ahead of the curve so that their information security protections and practices are improving as threats become stronger and larger in number. Moderating this interactive discussion session will be Dennis Dickstein, Chief Privacy and Information Security Officer of UBS Wealth Management, who will attempt to peer into the future by drawing from the participants' experiences and digging deeper through the questions that should be on everyone's mind, including:

- Preventing Data Leakage - is it worth the effort and cost?
- Fraud - external or internal threat?
- Data breaches - how do they happen and who is responsible?



The Value of Enterprise & Business Architecture

Seminar

Brian W. Clark, Managing Director, Chief Technology Officer, Moody's Corporation

As the pace of change continues to accelerate, Enterprise Architecture in general, and Business Architecture specifically, can provide companies with a framework to optimize and adapt their business & IT models in order to compete. Over the year Moody's has engaged in a transformational effort to align Business & IT to enable agility and

innovation. This session will provide insights obtained during the transformation process including:

- What is business architecture & why is it important
- Obtaining executive level sponsorship
- Defining strategy & tactics
- Architecture enablement



How to Help Your Organization Develop A Successful Smartphone and Tablet Initiative

Workshop

Reed A. Sheard, Ed.D., Vice President for College Advancement & Chief Information Officer, Westmont College

The growth of the smartphone and tablet industries is occurring at rates never before seen in the technology industry. The maturation of the user interface, lower price points and 100,000s of software applications (apps) have made the mobile computing industry a dominate force in both consumer and business markets. The "always on" access inherent in a smartphone and tablet dominated world is the next frontier that successful CIOs must effectively navigate.

This seminar will focus on how to "get started" with mobility in your organization including:

- How to determine mobility projects that strategically fit your organization.
- Integration of mobility into your enterprise.
- How to successfully launch software development app projects for internal constituents or external clients.
- How to re-think user input and discover the next big idea.



Information Security and Mobile Devices

Seminar

David Thompson, Group President and Chief Information Officer, Symantec

As innovative mobile device technology continues to grow, more and more employees are bringing them into the enterprise for both personal and business use. This new way of using technology enables a tremendous increase in productivity. However, as devices and the cloud drive one another, new information security and management challenges continue to arise. With so much proprietary business information being accessed, many enterprises are not prepared for today's device security problems and those that lie ahead.

This session will discuss:

- The risks surrounding mobile devices and the information they access.
- Why the cloud allows for uniform security enforcement to all devices.
- Best practices that enable mobile devices to function seamlessly and securely in the cloud.

Movers & Shakespeares

Professional Development

Carol Adelman, President, Movers & Shakespeares

Ken Adelman, Vice President, Movers & Shakespeares

Movers & Shakespeares, presented by Carol & Ken Adelman, was a top feature at the World Economic Forum in Davos over the past two years, and the Fortune Brainstorm Tech conference earlier this year. It has been featured in People magazine, Fortune, New York Times (twice), and Business Week.

CIOs can experience edu-tainment, or "action learning," through learning modern lessons from the ancient wisdom of William Shakespeare.

Come and see how all the buzz can be about -- What?? Shakespeare??



Personal Leadership Coaching

One-to-One

Debra Forman, Executive Coach, Pinstripe Coaching

Marcia Grubel, Career & Business Development Coach, Marcia Grubel Coaching

In this private one-on-one coaching session, you and your coach collaborate as a team, focusing on YOUR goals and vision. You bring the desire to achieve, a willingness to discover new approaches, an openness to include someone else in the process, and a readiness to take action. Your coach will contribute provocative questions, new perspectives, straight talk, and authentic encouragement. You take away actionable solutions, insights, and strategies that are custom-designed for creating success in your organization, your career, or your life.



