



## Wednesday, May 20, 2015

8:00 am - 9:00 am

### **Registration and Networking Breakfast**

9:00 am - 9:15 am

### **Welcome and Opening Remarks**

Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events

9:15 am - 10:00 am

### **Building a Bridge to Innovation: How Coca-Cola Works with Tech Startups**

Alan Boehme, Chief Information and Innovation Officer (Global IT) & Chief Enterprise Architect, The Coca-Cola Company

The startup world is filled with bright technologists who are dim about marketing. "They don't know how to tell their stories," says Coke's Chief Information and Innovation Officer Alan Boehme. "But startups have fresh ideas and intellectual property that we don't have." So this past summer, Coke launched an incubator-type pilot program in Israel called The Bridge -- a commercialization program that bridges the gap between local entrepreneurs and major global markets. In this inspiring opening keynote, Alan will talk about the challenges and rewards of mentoring new high-growth tech companies. "We've cracked the code on how to do innovation."

10:00 am - 10:30 am

### **Need for Speed: Disrupt or be Disrupted**

Jedidiah Yueh, CEO, Delphix

Businesses across all industries must master applications, data, and the cloud or face competitive disruption. Yet most companies fail to make these disciplines a true core competency—delegating it several layers down in the organization or employing a “shopping cart” strategy doomed for failure. Join Jedidiah Yueh, Founder and CEO of Delphix, as he shares lessons from building two disruptive applications that have generated over \$3 billion in sales. Learn how to identify high-return opportunities, build “rock star” engineering teams, and execute faster than the competition. In today's world, even the disruptors—the leading enterprise technology companies—face disruption, demonstrating the wide-spread need for speed.

10:30 am - 11:00 am

### **Networking and Refreshment Break**

11:00 am - 11:30 am

### **Talent Management in the Customer-Centric IT Organization**

Diana Bersohn, Managing Director, Accenture Strategy

Raj Harapanahalli, Director, North America Application Services, Genentech

Bobby George, CIO, Field Services, GE

Aaron Gette, CIO, The Bay Club Company

Moderator: Lauren Brousell, Senior Writer, CIO magazine

Talent management is a pain point for CIOs across the San Francisco area. Salaries are rising for the hottest IT skills (as they always do), yet so is the demand for staffers with a blend of business skills and technical smarts. CIOs need their IT organizations to shift away from an order-taking, inward-focused mindset toward more consultative, customer-focused roles. But how do you transition a traditional IT group to this new world of customer centrality? How do you deepen their business engagement while keeping operational excellence high? Our panel of CIOs and talent experts will share practical strategies and ideas about what works (and what doesn't) in the challenging arena of talent management.

**Bold Bets, Business Challenges and Big Experiments: Learning from the Digital Innovators**

Meredith Whalen, SVP, IT Executive, Industry and Financial Research, IDC

Organizations in all industries and geographies are undergoing significant transformations in their business models. Some are creating entirely new ones, while others are adding products and services that blend the digital and physical worlds seamlessly. Everyone is looking for fresh ways to enhance customer experiences and boost organizational performance. Making this digital transformation requires dramatic change on multiple fronts – from leadership to the management of information and labor, to new operating models and customer experiences. In this session, Meredith Whalen will discuss IDC's latest benchmark research on how digital transformation is sharpening business outcomes and broadening the role of IT leaders everywhere.

**Lunch with Discussion Tables**

- Cloud DR for Traditional Apps: Taking the Hybrid Cloud from Interesting to Indispensable, *hosted by CloudVelox*
- Innovate and Lead, *hosted by Dell*
- Secure DevOps: Combining Speed and Security in Data Management, *hosted by Delphix*
- Enterprise Consumerization at Scale, *hosted by Dropbox*
- How Mobile Messaging is Transforming the Total Customer Experience, *hosted by OpenMarket*
- The BI hurdle - how to enable more users to have secured data intelligence, *hosted by OpenText*
- The SDDC and SDN: How to Define and Deploy in Your Existing Network, *hosted by Pluribus Networks*
- The Hybrid Cloud Playbook, *hosted by Red Hat*

**Lean In or Step Aside: Making IT-Business Collaboration Work at CBS Interactive**

Steve Comstock, CIO, CBS Interactive

Creating the ideal partnership between IT and the rest of the business is a work-in-progress at most companies today. "We were given a mantra with no instructions," says CIO Steve Comstock of CBS Interactive, noting that even the best-intentioned IT people don't always understand business processes well enough to help. In this presentation, Steve will talk about his approach to "leaning in" to business collaboration at CBS Interactive. He'll provide examples where IT played a critical role in making projects successful. "Ultimately, we want to offer help where we can contribute, and get out of the way when we can't."

**Straight Talk about SMAC: The CIO Publisher's Panel**

Jay Emmet, Senior Vice President of Amdocs and General Manager, OpenMarket

Dave Ginsburg, CMO, Pluribus Networks

Greg Ness, VP WW Marketing, CloudVelox

Andrew Wild, SVP Sales & GM OpenText Analytics, OpenText

Moderator: Adam Dennison, SVP and Publisher, IDG Enterprise

In this fast paced session, CIO Publisher Adam Dennison will share some key research findings on emerging technologies and industry trends surrounding the SMAC (social, mobile, analytics and cloud) stack. Then his industry expert panelists will talk about how they see various market dynamics affecting their customers in this new era of IT. What business problems do their products solve? What value do these new market players bring to CIOs?

**Afternoon Break**

**Emerging Technologies at Early Stage Companies: A Lightning Round and CIO Town Hall**

Sanjay Beri, CEO, Netskope

Dr. Allon Cohen, VP of Product & Business Development, Elastifile

Bob Friday, Co-Founder & CTO, Mist Systems

Uriel Maimon, VP of Product Management, Fireglass

Bipul Sinha, Co-founder and CEO, Rubrik

Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events

Disruptive innovation can happen in companies of all sizes, but tech startups are especially adept at taking risks and pushing past the status quo. Yet these entrepreneurs often lack the real-world perspective of CIOs about how these new technologies will fare in the highly competitive enterprise market. For this lightning round session, Lightspeed Venture Partners and CIO magazine invited the CEOs and technology leaders of five early-stage companies to showcase their innovative technologies in converged data management, mobility/wireless, enterprise storage and cloud security. The companies will each have 5 minutes (and no more than 3 slides) to explain their technology and its market positioning, followed by a town-hall-style Q&A with the audience.

**Crafting the Future of the Strategic CIO: A Crowdsourcing Workshop**

Matt Baker, Executive Director of Enterprise Strategy, Enterprise Solutions group, Dell

Paul J. Walsh, Chief Information Officer, Dell

Jessica Taylor, Senior Marketing Strategist, Dell Services

Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events

Today's CIO faces a rapidly changing world as new technologies, economic realities and workplace dynamics evolve at record speeds. CEOs are looking for technology innovation as the new competitive differentiator, so both business and IT leaders must adapt quickly -- and collaboratively -- to new insights and strategies. This calls for fresh approaches to thinking, analyzing, managing and engaging your staff. In this real-time crowdsourcing workshop, we'll share ideas about how CIOs can strike the right balance between tactical and strategic activities. We'll ask ourselves and each other what we should stop doing, start doing, or do differently to position our companies for longterm success. Together, we will envision and map out the future of the strategic CIO role.

**Closing Remarks**

Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events

**Cocktail Reception**