



## Tuesday, July 28, 2015

8:00 am - 9:00 am

### **Continental Breakfast and Conversation**

9:00 am - 9:15 am

### **Opening Remarks**

Maryfran Johnson, Editor in Chief, CIO magazine & Events

9:15 am - 9:55 am

### **CVS Health's IT Prescription for Market Differentiation and Growth**

Stephen Gold, CIO and EVP, Business and Technology Operations, CVS Health

Like most CIOs, Steve Gold has heard his share of buzzword-friendly talks about big data, Hadoop and cloud deployments. "What doesn't get discussed is whether they work or not," says Gold, who joined \$139 billion CVS Health in 2012. "You hear a lot of sizzle, but there's no steak." There's also a shockingly high rate of industry project failures, he adds, with the odds of successfully delivering a large IT project still only 1 in 10. But CIOs can significantly beat those odds with a set of practical, real-world disciplines that deliver outstanding results. In this compelling opening keynote, Steve will detail how he uses a combination of portfolio, project and risk management disciplines to create an IT culture of "relentless delivery" and measurable business benefits for this Fortune 10 pharmacy health care company. "We've cracked the code on this."

9:55 am - 10:15 am

### **The Rise of the Disruptive CIO**

Jim Houghton, Chief Technology Officer, Americas Region, CSC

CIOs have long desired the opportunity to play a more strategic or transformative role within the enterprise. That opportunity has arrived. In fact, we've reached a highly anticipated tipping point -- from CIOs merely aligning with business goals to becoming strategic, disruptive forces driving change and growth for the business. And after years of belt tightening, CIOs are now investing in tomorrow. In this session, Jim Houghton, CSC's CTO for the Americas Region, will share the eye-opening results of the annual CSC Global CIO Survey, conducted with IDG Research Services, which delivers insights into how innovative technology executives plan to lead their companies into a brighter business future.

10:15 am - 10:45 am

### **Refreshment and Networking Break**

10:45 am - 11:30 am

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

Eric Lindgren, CIO, Clean Harbors

Rob Ramrath, VP & Chief Information Officer, BOSE Corporation

Brian Shield, VP of Technology, The Boston Red Sox

Maryfran Johnson, Editor in Chief, CIO magazine & Events

Talent management is a pain point for CIOs across New England. 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 centricity? 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.

#### **The New Competencies of the Modern CIO**

Martha Heller, President, Heller Search Associates

Communication, business acumen and relationship building are all familiar entries on every "Top CIO Skills" list ever written. Yet while these attributes continue to be vital to the CIO role, today's competitive business climate calls for greater measures of risk, innovation and strategic thinking. The modern CIO must wield a newer set of skills -- from "storytelling" to "dismantling the iceberg" to "bringing the outside in" -- says Martha Heller, author of "The CIO Paradox" and President of Heller Search Associates. In this fast-paced session, Martha will draw on her interviews with more than 200 successful CIOs to deliver an updated list of skills critical to any CIO working today.

#### **Networking Lunch with Hosted Discussion Tables**

- The Business Technology Value Scorecard, *hosted by Apptio*
- The Rise of the Disruptive CIO, *hosted by CSC*
- Secure DevOps: Combining Speed and Security in Data Management, *hosted by Delphix*
- Enterprise Consumerization at Scale, *hosted by Dropbox*
- The Real Cost of Mobility, *hosted by MOBI*
- Modern BI and the Data Lake, *hosted by Platfora*
- The SDDC and SDN: How to Define and Deploy in Your Existing Network, *hosted by Pluribus Networks*
- Balancing Act: Innovating with the "Lights On," *hosted by Rimini Street*
- Using Shadow IT as the Engine for IT Transformation, *hosted by Tangoe*
- Cybersecurity and the CIO, *hosted by Veracode*

#### **Digital Leadership and Data Innovation at Starwood Hotels and Resorts**

Martha Poulter, CIO, Starwood Hotels and Resorts

As one of the leading hotel and leisure companies in the world, with more than 1,200 properties in 100 countries, Starwood Hotels and Resorts is on the front lines of the customer data revolution. "We are at a tipping point where our mobile visits are surpassing our web-based visits," says CIO Martha Poulter, who joined Starwood last year from GE Capital. She and her team are focused on enhancing customer experiences through data analytics, services like mobile check-in and app development for wearables including Apple Watch. They're also preparing to harness the power of future platforms and products. "Data is going to be a huge cornerstone of how we formulate our plans for the next several years," she says. In this session, Martha will share her views on digital leadership, data

innovation and the best ways to use IT as "a lever for success."

1:45 pm - 2:15 pm

**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.

2:15 pm - 2:35 pm

**Balancing Agility and Data Security in the Digital Enterprise**

Eric Lindgren, CIO, Clean Harbors

Maryfran Johnson, Editor in Chief, CIO magazine & Events

Application quality and agility are increasingly critical to business success, but innovation is often slowed by the cost and complexity of securely managing an ever-increasing data flow across the enterprise. In this fireside chat with CIO's editor in chief, Neal Ramasamy of New York Life Insurance Company will provide a candid inside look at his organization's recent initiatives and data challenges. He'll also talk about the business impact and practical benefits of using Delphix' secure Data as a Service software.

2:35 pm - 3:05 pm

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

Steve Haddock, Vice President, Sales, MOBI

Chris LaFiura:, Vice President, Sales, Rimini Street, Inc.

Bob Layton, VP of NA Enterprise and Channel Sales, Pluribus Networks

Peter Schlamp, VP of Product , Platfora

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?

3:05 pm - 3:30 pm

**Refreshment and Networking Break**

3:30 pm - 4:30 pm

**Gaining the Confidence of Your Board: A Workshop in Corporate Governance for IT Leaders**

Adam Hartung, CEO, Content Laboratory

Your board of directors is worried, and with good reason. Disruptive innovations are changing your market. Cybersecurity attacks are undermining iconic brands like Sony, Target and JPMorgan. Technology is no longer just another line item in the budget -- it's a strategic asset critical to the company's future. "CIOs need to engage with their boards proactively and positively," says Adam Hartung, a Board Leadership Fellow with the National Association of Corporate Directors (NACD). "Boards need your tech expertise. You are their coach

regarding technology." In this interactive workshop session, Adam will share his expertise in gaining the board's confidence, accompanied by table discussion exercises designed to sharpen your skills in corporate governance and proactively manage one of the most important relationships of your career.

**Closing Remarks**

4:30 pm - 4:45 pm

**Cocktail Reception**

4:45 pm - 5:30 pm