



Wednesday, September 16, 2015

8:00 am - 4:30 pm

Registration Open

8:00 am - 9:00 am

Continental Breakfast & Networking

9:00 am - 9:15 am

Welcome and Opening Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & Events

9:15 am - 10:00 am

Striking the Right Data Balance: Best Practices for an Effective CIO-CMO Partnership

Maria Davlantes, CMO, Transportation Solutions, TE Connectivity

Molly McCombe, Managing Director & CMO, Citi Retail Services

Paige Steers, SVP & Director, Retail Marketing, Americas, JLL

Angela Williams, CMO, HUB International Ltd

Moderator: Phil Schneidmeyer, Partner, Heidrick & Struggles

Although CIOs and Chief Marketing Officers continue to knock heads on how to best use analytics for business benefit, some best practices are emerging. Smart use of big data and analytics can lead to huge opportunities, but it also challenges both sides of the business by creating a newly data-driven ecosystem for the CMO. Combining the desire to be customer-facing and highly responsive to market trends while also using data most effectively has become a vital element in a productive CMO/CIO relationship. In this compelling session, Phil Schneidmeyer of Heidrick & Struggles will moderate a discussion with Chicago-area CMOs on the best practices their CIO colleagues should adopt as IT organizations move forward with marketing technology initiatives.

10:00 am - 10:20 am

IT Service Management: A Strategic Asset for Business Success

John David, Global Vice President of Application Readiness , Flexera Software

The CIO role continues to be one of the most challenging jobs in the C-suite. As software becomes a critical asset to the business, today's IT leader must make strategic choices in deploying and buying services and software. The expertise within IT departments is fast becoming a key business differentiator when it comes to managing application usage, licensing costs, compliance and overall software optimization within the enterprise. In this keynote session, John David, Global Vice President of Application Readiness of Flexera Software, will explain how using the right software, processes and integration planning can elevate IT beyond its supporting role to become the central nervous system for the organization. John will talk about how working more effectively and efficiently – like a well-

oiled machine – can quickly turn IT into a vital service and management center.

Refreshment and Networking Break

10:20 am - 10:50 am

Talent Management in the Customer-Centric IT Organization

Steve Betts, SVP & CIO, Health Care Services Corporation

Bonnie Smith, SVP, IT and CIO, Industrial Sector, Eaton Corporation

Kevin Steele, Vice President of Technology, Cars.com

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

10:50 am - 11:30 am

Talent management is a pain point for CIOs across the Midwest. 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 Chicago-area CIOs will share practical strategies and ideas about what works (and what doesn't) in the challenging arena of talent management.

11:30 am - 12:00 pm

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 a CIO magazine columnist. 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.

12:00 pm - 1:15 pm

Luncheon with Table Discussions

- The Rise of the Disruptive CIO, *hosted by CSC*
- Enabling the Power of the Cloud Through Your Network Infrastructure, *hosted by Comcast Business*
- Secure DevOps: Combining Speed and Security in Data Management, *hosted by Delphix*
- The Relevance of IT with the Modern End-User, *hosted by Dropbox*
- New Enterprise IT: A Strategic Asset for Business Success, *hosted by Flexera Software*
- The Big Data Game Show, *hosted by Maven Wave*
- Accelerating Insights from the Data Lake, *hosted by Platfora*
- Analytics: Getting More from Your Network Infrastructure and the SDDC, *hosted by Pluribus Networks*
- Business Transformation--Is your Storage Infrastructure Ready, *hosted by Tegile*

1:15 pm - 2:00 pm

Creating an IT Culture of Global Collaboration at Mondelēz International

Mark Dajani, Global Chief Information & Process Officer, Mondelēz International

Behind every successful global company is a group of people working well together, no matter where in the world they actually work. For \$34 billion snack food giant Mondelez International (formerly Kraft Foods), 80% of its sales take place in 58 countries beyond our North American borders. "I spend a lot of my energies making sure we're collaborating across our business units," says Chief Information and Process Officer Mark Dajani. "Our teams don't spend a lot of time making the bits work. We're spending more time making the business work." In this afternoon keynote, Mark will talk about the vital role of business process frameworks in creating sustainable innovation for Mondelez, as well as his approach to developing more collaborative IT leaders.

The Rise of the Disruptive CIO

JP Morgenthal, Global Solutions Executive, 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, JP Morgenthal, CSC's Global Solutions Executive, 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.

Straight Talk about SMAC: The CIO Publisher's Panel

Todd Blatti, Regional Director of Solution Architecture, Delphix

Brian Farrar, Partner and Co-Founder, Maven Wave

Amit Jain, Associate Vice President, HCL Technologies

Paul Repice, Director of Sales, North Central, Tegile Systems

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 Refreshment Break

Planning for Security Breaches: What CIOs Need to Know Now

Matthew Karlyn, Partner, Technology Transactions & Outsourcing Practice, Foley & Lardner LLP

Security breaches happen to companies – every day, around the world. It is an unfortunate reality in today's data-driven economy. Because most companies will feel the impact of a security breach at some point in time, says tech attorney Matt Karlyn, it is critical that companies prepare in advance to minimize the impact to the assets, employees, and customers. "The entire C-suite and board is on the hot seat for security these days," he says. As a result, "board members, CEOs, CFOs, and other senior executives are laser focused on understanding corporate information security. In this closing keynote, you'll hear Matt's expert legal analysis and practical advice on how to prepare the company for and protect the company from information security incidents.

Closing Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & Events

4:30 pm - 5:00 pm

Networking Cocktail Reception