Tuesday, April 12, 2016

8:00 am - 5:00 pm	**Registration Open**
8:00 am - 9:00 am	**Continental Breakfast & Networking**
9:00 am - 9:15 am	**Welcome and Opening Remarks** Moderator: Maryfran Johnson, Editor in Chief, CIO Events
9:15 - 10:00 am	**Front-Office IT: Building a Collaborative IT-Business Partnership at JLL** Edward Wagoner, Chief Information Officer, Jones Lang LaSalle (JLL) "We are not a back-office IT group-- we are front-and-center with our business," says Eddy Wagoner, longtime CIO of Jones Lang LaSalle, the $5 billion, Chicago-based commercial real estate services company with 230 corporate offices in 80+ countries. With a decentralized global IT operation that embeds technology practitioners within sales teams and business units, JLL has a long history of customer-centric IT. "Being a part of the sales team and delivering to customers fundamentally transforms your IT group -- they realize their products aren't just supporting the business but winning new business." In this opening keynote, Eddy will talk about JLL's ongoing digital business transformation, including why he takes a "factory model" approach to innovation, how he encourages a more collaborative culture between IT groups, business units and vendor partners, and what lies ahead for JLL as the company sharpens its focus on data governance, business intelligence and advanced analytics.
10:00 am - 10:20 am	**Best Practices for Managing Software Assets in a Hybrid Cloud World** Christof Beaupoil, President & Co-founder, Aspera Total revenues for cloud-based services will reach nearly $60 billion this year and continue to rise, according to Gartner. But cloud service fees actually dilute revenue and reduce short-term profits for software providers, so CIOs can expect vendor audit activity to escalate this year. Increasing cloud adoption is creating unique challenges in Software Asset Management (SAM) when it comes to tracking and optimizing your licensing fees. How do you adapt to this hybrid world where IT assets live partially in the cloud and partially on premise? Using real world examples from your peers, Aspera Co-founder and President Christof Beaupoil will share insider tips and expert advice on how to securely "SAM-proof" your cloud investment while negotiating improved deals for cloud services and maintenance fees.
10:20 am - 10:50 am	**Refreshment and Networking Break**
10:55 am - 11:45 am	**Fast-Moving Business vs. Slow-Moving IT: The CIO's Ultimate Challenge in 2016** Jon Harding, Global CIO, Conair Corporation Larry A. Pickett, Jr., VP and CIO, Purdue Pharma LP

Sigal Zarmi, Vice Chairman, Network Chief Information Officer, PricewaterhouseCoopers International Limited
Moderator: Maryfran Johnson, Editor in Chief, CIO Events
The traditional IT organization is under pressure from every direction today. Customers expect multi-platform mobile access to everything. Business units expect faster turnaround than ever before. Digital business transformation is rewriting the rule books in every industry, ratcheting up the demand for greater speed and agility, more innovative customer-centric thinking, and a new set of IT skills in web-based, mobile and big data technologies. How can CIOs couple fast-moving innovations to slow-moving IT processes? What should the future IT organization become? Technology integrator? Solutions provider? Business partner? (All of the above?) Our panel of New York-area CIOs will tackle these tough questions, bringing their diverse experiences and expertise to bear on the leadership challenge of fast-moving business vs. slow-moving IT.

11:45 am - 1:00 pm **Networking Lunch with Hosted Discussion Tables**
Join a hosted discussion table to share strategies and connect with your peers.

- Amazon WorkSpaces: The Enhanced Virtual Desktop Strategy, *hosted by API Systems*
- Solving the SAM Cloud Challenge, *hosted by Aspera*
- Making Room for Innovation, *hosted by Cognizant*
- Hybrid Cloud, *hosted by Coresite*
- Secure DevOps: Balancing Speed and Security, *hosted by Delphix*

- The Power of Adoption and the Consumerization of IT, *hosted by Dropbox*
- Internet Performance Management, *hosted by Dyn*
- Next Gen Infrastructure, hosted by *HCL Technologies*
- Business Case for Converged Infrastructure, *hosted by Pivot3*

1:00 pm - 1:45 pm **Leading a Traditional Business into the Digital World**
Steve Rubinow, EVP and Chief Technology Officer, Catalina Marketing
"There is no such thing as a 'digital strategy' -- but there is your strategy in a digital world," says Steve Rubinow, quoting one of his favorite Internet memes. In 2013, this longtime financial industry CIO brought his expertise to Florida-based Catalina Marketing, where he is leading a highly successful analogue business through its digital transformation. For the past 30 years, many of the world's largest consumer goods companies and retailers have relied on Catalina's extensive data collection network installed at cash registers in 450,000 checkout lanes at supermarkets, drugstores and pharmacies worldwide. "In our industry, 93% of purchases aren't online -- they're made in stores -- so no one has the in-store data we have," he notes. "The biggest challenge in a transformation like this one is getting the workforce to think differently. People don't realize how disruptive this will be." In this opening keynote, Steve will talk about how he's managing that disruption, revamping the technology platform and guiding the cultural changes required to turn 'digital transformation' from a buzzword to a business reality.

1:45 pm - 2:15 pm **Driving Business Model Innovation and Change at Comcast**
Scott Alcott, Chief Information Officer, Comcast Corp.
At Comcast Corp., the winds of change are moving at "incredible velocity," says CIO Scott Alcott, in everything from customer self-

service to big data-driven insights that are reshaping the business model for the largest pay-TV provider in the U.S. "We're seeing an explosion of on-demand, real-time transactions being driven by new business models," Scott notes. From the "elephant herds of data" being created to the enriched mobile tools demanded by customers and employees alike, the IT and business challenges for Comcast are dramatically transforming the company. "There's a whole resiliency strategy and architecture required to move to zero downtime, in this world where no one can live a second without the internet or on-demand services," he explains. "People love our tools and products. That's good news for me as CIO, but it creates unique challenges too!" In this presentation, Scott will talk about how IT is enabling the media giant's digital future as a software-oriented company and increasing the pace of innovation.

2:15 pm - 2:35 pm	**Leveraging Internet Performance Management to Solve Business Delivery Issues**

Kyle York, Chief Strategy Officer, Dyn, Inc.

The internet is growing exponentially, with the number of users surging by more than 250 million in 2015 alone. All this activity generates phenomenal amounts of Internet-based data that's crossing vital business networks and forcing the adoption and growth of cloud infrastructures. This dramatically increasing complexity makes it daunting for companies to truly embrace and trust the internet to deliver business critical apps. Internet Performance Management (IPM) is the solution. IPM can help you take control of the internet, providing proper visibility, planning and monitoring that ensures your company can harness this powerful delivery mechanism for business applications. In this industry expert session, Dyn's Chief Strategy Officer Kyle York will share some key customer examples that show how the world's leading brands are leveraging IPM to solve issues of scale, complexity and volatility.

2:35 pm - 3:05 pm   **CIO Publisher's Panel: The Journey to Enterprise 2020**

Ravi Bhatheja, AVP, Customer Advocacy, HCL Technologies
Bruce Milne, CMO and VP of Marketing, Pivot3
Ross Piper, VP of Enterprise Strategy, Dropbox
Wayne Vincent, Manager, Pre-sales Solution Engineering, Delphix
Moderator: Adam Dennison, SVP and Publisher, IDG Enterprise

In this fast paced session, CIO Publisher Adam Dennison will share some key research findings on CIO priorities and industry trends surrounding technology investments. Then his industry expert panelists will weigh in with their views on how various market dynamics are affecting customers in this new era of IT. Citing specifics from their customer engagements, the panel will talk about the problems their products are solving. They will also share their thoughts on the enterprise of the future as they discuss how CIOs and IT organizations can have the greatest strategic impact on the evolution of digital business.

3:05 pm - 3:30 pm   **Refreshment and Networking Break**

3:30 pm - 4:30 pm   **What CIOs Need to Know about the Shift to Government-Mandated Data Security Compliance**

Nick Akerman, Partner, Dorsey & Whitney LLP

At both state and federal levels, the government is beginning to require businesses to affirmatively protect both personal data and competitively sensitive data. This shift is part of a recent trend emphasizing proactive compliance with data protection laws over the reactive responses that were acceptable in the past. Where businesses once had to notify only consumers when their personal data was breached, for example, they now face governmental sanctions with the potential for damaging financial consequences. So companies are asking the obvious questions: What is now legally required to protect data? How do we respond to data breaches? What is an adequate cybersecurity compliance program? In this compelling closing keynote, a nationally recognized legal expert on computer crime and data protection will examine these questions from a corporate governance perspective, reviewing the areas of risk that boards of directors care most about and sharing a risk mitigation framework that businesses can use to implement more effective data compliance programs.

4:30 pm - 4:45 pm   **Closing Remarks**

Moderator: Maryfran Johnson, Editor in Chief, CIO Events

4:45 pm - 5:30 pm   **Cocktail Reception**