

Wednesday, June 11, 2014

7:45 am - 9:00 am

Registration and Networking Breakfast
Commonwealth Foyer

9:00 am - 9:15 am

Welcome and Opening Remarks
Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events
Highlights of the day's agenda.

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9:15 am - 10:15 am

The Business Impact of Digital Disruption: A CIO/CMO Panel
Vala Afshar, CMO, Extreme Networks
Brian Cobb, Managing Vice President, Information Technology, Capital One
Elizabeth Hackenson, SVP, Global Business Services & CIO, The AES Corporation
Jeffrey Johnson, Assistant Director, Information Technology Engineering Division & CTO, FBI
Ryan Mannion, CTO, Politico
Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events

CIO/CMO agenda

The velocity of business change is accelerating these days due to the digital disruption of a swarm of cloud and social technologies, widespread mobility and data analytics. In many organizations, the first responders dealing with the strategic and tactical results of this disruption are CIOs, CMOs and their IT and marketing operations. Both groups deal with escalating demands from business colleagues, as unexpected new competitors arise and additional marketing opportunities open up, almost overnight. Both groups wrestle more directly now with the customer experience of clients,

partners or consumers. During this thought-provoking discussion with DC-area IT and business leaders, we'll share ideas on fostering disruptive innovation, sharpening customer focus and ensuring that IT and marketing play their most effective roles in business model evolution.

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10:15 am - 11:00 am

Tapping into the Innovative Nature of Millennials

Laura Horton, Communications Manager, Georgetown University
Joel Sackett, Product Manager, Hanover Research
Ian Tighe, Strategic Account Manager, VerQu
Moderator: Lauren Brousell, Staff Writer, CIO magazine

As the first generation of digital natives in the workforce, Millennials enter the corporate world with a different mindset than their Boomer or GenX bosses. They have high expectations about contributing to business success and low tolerances for traditional approaches. That's especially true within their greatest comfort zone: the technology realm. In this panel led by a Millennial journalist, you'll hear directly from younger IT and marketing professionals about the way they think, what inspires them to innovate and why they want their managers to get past the bad press about this generation.

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11:00 am - 11:30 am

Refreshment and Networking Break

Commonwealth Foyer

11:30 am - 12:00 pm

Beyond the CIO/CMO Partnership: The Emergence of the Chief Digital Officer

Dion Hinchcliffe, Chief Strategy Officer, Adjuvi

How will IT be situated across companies as the C-Suite undergoes its greatest role shift for technology since the CIO was first established? In the last year, one of the hottest discussions for the executive leadership team has been about the changing customer experience and the necessity of closer collaboration between CIOs and Chief Marketing Officers. Few business leaders dispute this, but a new role is popping up in the executive mix at many companies: the Chief Digital Officer. Charged with the strategic exploitation of digital assets across the organization, the CDO adds the potential for complexity (and overlap) while also boosting the dedicated digital focus of the C-Suite. Using examples from leading enterprises, Dion will explore how the CDO role is advancing, how and where IT responsibilities are being reallocated, and what impact this may ultimately have on evolving CIO/CMO relationships.

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12:00 pm - 1:15 pm

Networking Lunch with Hosted Discussion Tables

- Into the Cloud or Out - When does the economic model of the cloud break?, *hosted by*

Mavenspire/Dell

- Domestic Outsourcing: delivering agility, speed, and innovation, *hosted by Randstad Technologies*
- Breaking Down the Cloud - Lessons learned to help you implement a good plan, *hosted by RDA Corporation*
- Next Generation of Data Acceleration, *hosted by Silver Peak*

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1:15 pm - 2:15 pm

Unlocking Innovation: A Culture Transformation Workshop for Business Leaders
Frank Wander, Author, Former CIO & Founder, PeopleProductive
Years of cost cutting has disenfranchised a large portion of the workforce, creating a pressing need for top-line growth and renewed leadership. Companies in both the private and public sectors must find ways to awaken the innovative capacity that lies dormant in their organizations. But how? In this engaging, high-energy presentation and workshop, former Guardian Life CIO Frank Wander will conduct a fast-paced, creative exercise to build an "Innovation User Manual." Each table will explore a set of human factors and workplace practices that unlock innovation, recording these ideas and experiences to include in the manual. Every participant will receive a soft copy of the user manual they helped create. The results will be valuable, fun and enlightening.

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2:15 pm - 3:00 pm

Project Interoperability: Creating an Early Warning System for Cyber Security Attacks
Michael Howell, Deputy Program Manager, Information Sharing Environment
CIOs in every sector of the U.S. economy are alarmed at the steadily rising number of cyber threats to their networks. But what if you could know in advance exactly when and how incoming attacks would strike? What if you had a ready-made set of best practices and tools to stop it? That's the ultimate goal of Project Interoperability, a public-private partnership launched this spring to create a common set of interoperable tools that distill the best cyber defenses of the past decade of terrorism-related information sharing. In this presentation, an experienced former federal CIO will talk about the future of cybersecurity risk mitigation and the next steps in this potentially game-changing partnership between government and private industry.

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3:00 pm - 3:30 pm

Afternoon Networking Break
Commonwealth BDC

3:30 pm - 4:30 pm

CXO Talk: A Live Google Hangout & CIO Town Hall

David Bray, CIO, Federal Communications Commission
Dr. Alissa Johnson, Deputy CIO, Executive Office of the President, Office of Administration
Vala Afshar, CMO, Extreme Networks
Michael Krigsman, CEO, Asuret
Each week, the co-producers of CxO Talk bring prominent IT and business executives onto their live, unscripted Google Hangout to discuss innovation in enterprise business and technology. Hosts Michael Krigsman and Vala Afshar are masters at finding the most provocative ideas on leadership to explore with their guests. In this unique spin on the classic CxO Talk format, we've expanded this Google Hangout into a CIO town hall meeting featuring CIO David Bray of the FCC and Deputy CIO Alissa Johnson of the Executive Office of the President. Today's topic: "How IT Changes the Art of the Possible."

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4:30 pm - 4:45 pm **Closing Remarks**
Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events
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4:45 pm - 5:45 pm **Cocktail Reception**
Commonwealth Foyer