

# CIO

PERSPECTIVES

Business Strategy. Innovation. Leadership.



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## Tuesday, November 11, 2014

7:45 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  
Gene Janiszewski, President, Houston Society of Information Management (SIM)

9:15 am - 10:15 am

Highlights of the day's agenda.

### Leadership with Integrity: The Untold Story of One of PepsiCo's Great CEOs

Charlie Feld, Founder, The Feld Group Institute



For nearly a quarter of a century, CEO Wayne Calloway led Frito-Lay and then PepsiCo to double in revenue and profitability every 5 years -- an astonishing story of success that has never been fully told. Behind that steady double-digit growth was Calloway's systematic leadership approach that relied on "extremely high personal integrity," says Charlie Feld, renowned former CIO at Frito-Lay, member of the CIO Hall of Fame and CEO of The Feld Group. In writing his new book, "The Calloway Way," Charlie set out to inspire a "leadership renaissance" that recognizes how much people and talent development matter to ongoing corporate success. "It's about results with integrity, results by doing the right things," he adds. In this opening keynote, he'll lay out a leadership framework drawn from his own experience and enriched by the inspiration of PepsiCo's legendary CEO.

10:15 am - 10:45 am

### Refreshment and Networking Break

10:45 am - 11:45 am

### **Clearing Away the FUD Factors in Cybersecurity Decision-Making**

Michael Hart, VP and CIO, Petwell Partners

Michael Oberlaender, Author and Security Expert

Samuel Sutton, Computer Scientist, FBI - Houston Cyber Squad

Keith Turpin, CISO, Universal Weather and Aviation

Moderator: Lloyd Boyd, VP & CIO, Shale-Inland

Many CIOs encounter a toxic mixture of fear, uncertainty and doubt when their businesses have to deal with cybersecurity. Some business leaders roll their eyes at the cost of security product costs, and some CEOs wonder if security vendors are somehow in cahoots with the hackers. So what's your best 30-second, hype-free cybersecurity 'elevator speech' to the CEO about why he must take action? How can you help business colleagues understand the real threats, in the most practical terms? In this unique exchange moderated by CIO Lloyd Boyd of Shale Inland, a panel of Chief Security Officers will speak frankly about what's changing in today's threat landscape. They'll talk about how security products and services are evolving, and where predictive analytics and artificial intelligence are changing the game. You'll walk away from this panel with answers and fresh ideas about where you should focus security protections, when more investment is truly justified, and what your business partners must do differently in the future.

11:45 am - 1:00 pm

### **Lunch with Discussion Tables**

Join a hosted discussion table to share strategies and connect with your peers. Topics include:

- Better Workspace Management, *hosted by AppSense*
- Digital Transformation - Is Your IT Infrastructure Ready?, *hosted by Capgemini*
- Enabling Master Data Management, *hosted by Enaxis Consulting, LP*
- Rapid Application Development, *hosted by K2*
- Powering Your Business to Full Potential with Enterprise Cloud, *hosted by Peer 1 Hosting*
- Transformation and Moving To The Cloud, *hosted by Red Hat*
- New Ways to Lower IT Costs at Your Remote Sites, *hosted by StorMagic*
- Transforming Your Business with Flash Storage, *hosted by Tegile*
- Big Data Success Depends on Security and Secure Networks, *hosted by T-Systems*

1:00 pm - 1:45 pm

### **Charting the Future of the Digital Enterprise**

Christopher Barron, CIO, W&T Offshore

Toby Everett, CIO, North America Gas at BP

Nick Parrotta, CIO, GE Power & Water - Distributed Power

Randy Williams, Vice President - Digital Enterprise, WorleyParsons

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

In today's fully connected, 24/7 digital world, CIOs must collaborate with business colleagues more strategically around

the role of IT in the products and services their companies provide. Digital business today is all about impact -- how the company's brand is experienced across every channel, and in every connection or interaction with customers, partners or clients. In this panel, Houston-area CIOs from the energy industry will delve into the impact that the digital economy is having on their business. They'll share their ideas and insights on everything from bringing a digital-first mentality to the enterprise to keeping pace with the constantly rising expectations for IT leaders. After the panel, we'll expand the discussion into a lively town hall meeting on the practical aspects of driving digital transformation.

1:45 pm - 2:45 pm

**The CIO's Role in Digital Transformation: A Town Hall**

Martha Heller, President, Heller Search Associates

Digital change is everywhere in business today. In some industries, it means engaging more effectively with customers; in others, it's about creating new data-driven products or accelerating service delivery. All this potential for business impact has the attention of CEOs, CMOs and other senior executives across the enterprise – and they expect their CIOs to deliver. So how are you driving digital change in your company? How can you leverage IT's uniquely horizontal view for greater business impact? What new organizational models can help IT keep pace with the rapid-fire pace of new demands? Join Martha Heller for this lively Town Hall discussion of the leadership challenges and emerging issues around the CIO's role in the digital enterprise.

2:45 pm - 3:15 pm

**Refreshment and Networking Break**

3:15 pm - 4:00 pm

**Closing Keynote: Making Change Work**

Randy Pennington, President, Pennington Performance Group

Being a successful IT leader in today's dynamic business world calls for constant change and adaptation to continually meet the needs of the business. Yet corporate success with change initiatives hasn't improved much in the past 20 years, says author and leadership coach Randy Pennington. "Our efforts to get others to change fail because they are usually over-managed and under-led," he says. In this closing keynote, Randy will share some practical approaches for helping your team accelerate and embrace change.

4:00 pm - 4:15 pm

**Closing Remarks**

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

4:15 pm - 5:00 pm

**Cocktail Reception**