



Tuesday, March 10, 2015

8:00 am - 5:00 pm

Registration Open

8:00 am - 9:00 am

Continental Breakfast & Networking

9:00 am - 9:15 am

Welcome & Opening Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & Events

9:15 am - 10:15 am

The Perfect Blend: Crafting the Ideal Mix of Vendors, Consultants and In-House Expertise

Janet Sherlock, CIO, Carter's

CIOs today are experiencing new levels of complexity in the old-fashioned arts of vendor negotiation and project implementation. The mix of IT personnel, consultants and professional services is constantly shifting as business priorities change, big vendors consolidate and the number of cloud-based offerings multiply. "As CIOs, we have to drive business value, and the whole process of vendor selection and negotiation has become more complex," says CIO Janet Sherlock of Carter's, the \$3 billion baby and small children's clothing retailer. In this opening keynote, Janet will share her approach to blending staff resources with outside expertise. She'll also deliver a reality check on some popular vendor sales tactics (like the flawed argument of opex vs. capex spending models).

10:15 am - 10:35 am

Expanding the Talent Pipeline

Andrew Speer, President of Technology Solutions, Randstad Technologies

When CIOs work with outside partners to find or augment technology staff, talent alone doesn't always solve the problem. Contractor tenure limits, cyclical labor needs or workspace limitations can introduce complexities that slow down projects and delay business success. "What many companies today need is talent plus real estate, or talent plus methodologies," says Andrew Speer of Randstad Technologies, a large global provider of technology staff, managed services and recruitment. In this presentation Andrew will talk about how leading enterprises are managing talent shortages in high-growth areas like mobility, cloud and data analytics. He'll also discuss the key trends in outsourced project management, emerging talent development programs and workforce management.

10:35 am - 11:05 am

Refreshment and Networking Break

11:05 am - 12:05 pm

Talking Cybersecurity with the Board: A Practical Guide for CIOs

Phil Agcaoili, Senior Vice President and Chief Information Security Officer, Elavon, a U.S. Bank subsidiary

Christina Critzer, SVP, Enterprise Shared Services Delivery Manager, SunTrust Bank
Robbie Hudec, Director, Global IT Security, Novellis
Tamara Lance, Director of Information Security, Atmos Energy
Moderator: Lloyd Boyd, VP & CIO, Shale-Inland

Cybersecurity worries lead today's agenda for many boards of directors, particularly since the embarrassing Sony Pictures hack that exposed thousands of confidential documents. CEOs are expecting their CIOs not only to know the right answers about managing cyber risks, but to communicate those answers in clear, non-technical business language. "So if you're standing next to one of your board members in the elevator, what's your 30-second pitch on security?" asks CIO Lloyd Boyd, who will moderate this discussion among CSOs and risk management experts. Our panelists will speak frankly about the changes in today's threat landscape, the evolving role of the CIO and CSO in dealing with cybercrime, and growing concerns about private industry's responsibilities to national defense in the security management realm.

Networking Lunch with Hosted Discussion Tables

- Secure DevOps: Combining Speed and Security in Data Management, hosted by Delphix
- The Future of Work: Empowerment with Confidence, hosted by Dropbox
- Digital Transformation, hosted by New Relic
- Rural Outsourcing Distilled: Case Studies of Low-Cost, Domestic Outsourcing, hosted by Onshore Outsourcing
- Making SDN Real.... Its All About the SDN Apps, hosted by Pluribus Networks
- Strategies for Managing Talent Shortages in High-Growth Areas like Mobility, Cloud and Data Analytics, hosted by Randstad Technologies
- Balancing Act: Innovating with the "Lights On" hosted by Rimini Street
- Business Transformation--Is your Storage Infrastructure Ready, hosted by Tegile

Talent Management in the Customer-Centric IT Organization

Barry Cohen, VP & CIO, Asbury Automotive Group
Ally Dobbs, Senior Business Development Manager, Modis
Joe Drouin, CIO, PulteGroup Inc.

Maryfran Johnson, Editor in Chief, CIO magazine & Events

With IT unemployment hovering around 1% in the Atlanta market, talent management is a pain point for CIOs across the region. 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.

How to Balance Security, Availability and Accuracy in the Data Center and the Cloud

Rick Caccia, VP Strategy and Marketing, Delphix

12:05 pm - 1:15 pm

1:15 pm - 2:00 pm

2:00 pm - 2:20 pm

Today, CIOs are spending billions to rearchitect their systems for the cloud. As IT is rebuilt for public, private, or hybrid clouds, data becomes both an opportunity and a risk. This expert session will present key trends in data management for the cloud, with special focus on ways to make data more available and secure for application projects, many of which operate both on-premises and in the cloud.

2:20 pm - 2:50 pm

Straight Talk about SMAC: The CIO Publisher's Panel

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

Shane Mayes, CEO, Onshore Outsourcing

David Thomas, Vice President, Sales, Rimini Street, Inc.

Andy Wetzels, Director, Sales, New Relic

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?

2:50 pm - 3:10 pm

Refreshment and Networking Break

3:15 pm - 4:00 pm

Tapping Into the Innovative Minds of Millennials

Sam Abbott, Senior Pricing Analyst, UPS

Michael Clark, Director, Cox Family Enterprise Center, Kennesaw State University

Sajjad Naqvi, US Vendor Management and Budget Analyst, Bottling Investments Group, The Coca-Cola Company

Courtney Swafford, Senior Director, Integrated Marketing Account Management, American Cancer Society

Moderator: Lauren Brousell, Senior Writer, CIO magazine

Addicted to technology, disloyal to their companies and self-centered: Those seem to be the dominant traits that come to mind when Boomers and Gen-Xers consider the younger generation. Yet each generation has had its share of bad press and harsh scrutiny -- and for Millennials, that time is now. For business leaders of all generations, it's crucial to understand the mindset of today's younger professionals, not just as job candidates or work colleagues but as consumers and customers, as well. In this panel led by a Millennial journalist, you'll hear directly from young IT and marketing professionals about why these common perceptions deserve a bit more context, and how writing off this generation could be the biggest competitive mistake your company ever makes.

4:00 pm - 4:30 pm

Closing Keynote: Creating "The Digital Retail Theatre" at Chico's

Eric Singleton, EVP & CIO, Chico's FAS, Inc.

The drive to engage with customers across every channel and device is shifting into high gear at Chico's FAS, the \$2.5 billion nationwide chain of women's clothing stores. In what CIO Eric Singleton calls "The Digital Theatre of Retail," customers move through their shopping experience on various devices without a break in continuity. "The theory of endless engagement driven by consumer desire is really what this model is about," Eric says. In this presentation, he'll talk about the powerful fusion of "community, content and commerce" as well as the overall strategy, technologies and business results behind Chico's unfolding digital strategy.

4:30 pm - 4:45 pm

Closing Remarks

4:45 pm - 5:30 pm

Maryfran Johnson, Editor in Chief, CIO magazine & Events

Cocktail Reception