

Thursday, February 25, 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 & Opening Remarks

Moderator: Maryfran Johnson, Editor in Chief, CIO Events

9:15 am - 10:15 am

Leading through Tumultuous Times: A Fireside Chat with Frito-Lay's CIO

Kristen Blum, SVP and CIO, Frito Lay North America

Moderator: Maryfran Johnson, Editor in Chief, CIO Events

The world's leading snack maker has a famous brand and a powerful parent in \$66 billion PepsiCo, but the need to stay current with the accelerating pace of technology and business change is urgent. Just ask Frito-Lay CIO Kristen Blum. "All CIOs have to step up their game today to be better leaders with their business partners," says Kristen, who joined PepsiCo in 2010 with deep consumer retail experience in business and IT roles at companies such as JCPenney, Apple and Disney. While the bulk of Frito-Lay's business today is done directly with other businesses (primarily retail outlets), that model is shifting rapidly. "There's a growing need in today's digital world to connect more directly with consumers, to operate effectively between the worlds of B2B and B2C," she says. "As CIOs, our responsibilities and our roles are transforming. We have to step out of our comfort zones every day." In this Q&A interview with CIO's Editor in Chief, Kristen will share her views on the most critical IT leadership issues in talent recruitment, business partnerships, IT agility and change management.

10:20 am - 10:50 am

Refreshment and Networking Break

11:00 am - 12:15 pm

Fast-Moving Business vs. Slow-Moving IT: The CIO's Ultimate Challenge in 2016

Kevin Chase, CIO & SVP, Energy Future Holdings

Steven Carter, Chief Information Officer, C&J Energy Services

Rich Gius, VP & CIO, Atmos Energy

Bryan Tutor, Former CIO & IT Executive, Triumph Aerostructures

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?) Most importantly, how does the changing shape of the IT organization fit with the priorities of the CEO and C-level stakeholders? Our panel of Texas CIOs will tackle these tough questions first, and then we'll hold a lightning workshop round for small group discussions and ideas.

Networking Lunch with Hosted Discussion Tables

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

- Secure DevOps: Balancing Speed and Security, *hosted by Delphix*
- Collaboration in the Modern Enterprise, *hosted by Dropbox*
- Cloud & Mobility, *hosted by Fluke Networks*
- Next-Gen Infrastructure, *hosted by HCL Technologies*
- Bimodal IT, *hosted by Red Hat*
- Predictable Business Outcomes for IT, *hosted by Seilevel*

12:15 pm - 1:30 pm

1:30 pm - 2:15 pm

Talent Challenges and Leadership Styles in the Dallas Market

Kay Fuhrman, Partner, Heidrick & Struggles

In a market as diversified as Dallas, competition for technology talent is as unrelenting as the Texas sun. Even in the best of times, it's as important as ever to differentiate yourself -- whether you are an executive job candidate or the hiring company. "You need something to set you apart," says Heidrick & Struggles' Kay Fuhrman. "There's such a great talent pool here, candidates need to have a point of view and stand for something." In this presentation, Kay will update us on the IT job market in Dallas and share some of the findings of Heidrick's "Leadership Signature" research. This ongoing research project has identified eight leadership archetypes by using a combination of psychometric and statistical analysis from a study of 1,000+ senior executives. She'll explain the different IT leadership profiles and give attendees a chance to consider their own approaches and the management situations where those styles work best. (For example, are you more of a "Collaborator" who values empathy and team-building, or a "Forecaster" who strategically calls upon your own subject-matter expertise?)

2:15 pm - 2:45 pm

CIO Publisher's Panel: The Journey to Enterprise 2020

Joy Beatty, Vice President, Seilevel

Zack Belcher, Global Industry Subject Matter Expert, NETSCOUT

Woody Evans, Director, Solution Architecture, Delphix

Rajesh Sitaraman, Associate Vice President, HCL America Inc.

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.

2:45 pm - 3:15 pm

Refreshment and Networking Break

3:15 pm - 4:15 pm

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.

4:15 pm - 4:30 pm

Closing Remarks

Moderator: Maryfran Johnson, Editor in Chief, CIO Events

4:30 pm - 5:00 pm

Cocktail Reception