



## The CIO Forum West

The Park Hyatt Aviara Resort, Carlsbad

September 10<sup>th</sup>-12<sup>th</sup>, 2017



Opening Keynote:

### **Adam Segal**

**Cybersecurity Expert & Author of *The Hacked World Order***

Adam Segal is a cybersecurity expert who is at the forefront of this burgeoning field. In his talks and in his new book, *The Hacked World Order*, he provides meaningful answers to urgent questions about hacking, cyberwar, and surveillance. What's happening with our data? How can we protect ourselves? And what are the real, imminent cyber threats that exist in our post-Snowden world?

Adam Segal has testified before Congress and briefed the Joint Chief of Staffs, State Department, Office of the Director of National Intelligence, and Department of Commerce on Chinese cyber espionage. The Director of Cyberspace and Digital Policy Program at Council on Foreign Relations, his talks discuss the intricacies behind U.S./China cyber relations—can the two countries break out of a dangerous cycle of competition and find areas of cooperation?—and what we as individuals and companies need to know and do about privacy, surveillance, and cybersecurity.

He was project director for CFR's Independent Task Force report *Defending an Open, Global, Secure, and Resilient Internet*, and is the author of the books *Digital Dragon: High Technology Enterprises in China* and *Advantage: How American Innovation Can Overcome the Asian Challenge*. His new book, *The Hacked World Order: How Nations Fight, Trade, Maneuver, and Manipulate in the Digital Age*, exposes how the Internet has ushered in a new era of geopolitical maneuvering, and reveals its tremendous and terrifying implications for our economic livelihood, security, and personal identity. His other writing has appeared in *The Economist*, *The Financial Times*, *Foreign Policy*, *The Wall Street Journal*, and *Foreign Affairs*. He writes CFR's Asia Program blog, *Asia Unbound*, which is carried by *Forbes*.

Segal is on the board of the Cyber Conflict Studies Association, has been a visiting scholar at MIT's Center for International Studies, the Shanghai Academy of Social Sciences, and Tsinghua University in Beijing, and has taught at Vassar College and Columbia University.





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### Seminars and Workshops:

#### Fostering Culture from the Front

**Ashley Sprague, Head of IT, Quora**

Positive, passionate culture doesn't just happen by hiring the right people -- it begins with you as a Leader. By providing a framework of autonomy, innovation, mutual trust and transparency, the right culture will not only allow the best talent to thrive, but create a team experience that others are lining up for.

Join Ashley Sprague as she discusses how to create and maintain organizational health with clarity and communication from her experience at Quora and Netflix!

#### How to Become a Czar of Bad Systems

**Noel Pullen, Former Czar of Bad Systems, Hootsuite**

Bad systems seem to boil down to a few common failings: needless complexity, unanticipated bottlenecks or irrational fear of worst-case scenarios. These inefficiencies bog down an organization's effectiveness because they make people feel helpless and frustrated. These systems don't fix themselves, so how do you go about fixing them and tap the true potential of your people? Noel talks about the mindset, and methods to resolve these bad systems.

#### The Cloud Ring Leader of the Four Horsemen? Establish or Enhance Your CFOE Next Week

**Brent Eubanks, VP Technology Optimization, Ticketmaster - Live Nation**

Cloud Financial Center of Excellence or CFOE has been constantly suggested by all 5 major public cloud vendors for last 8 years. Where is yours? How is it doing, how do you know? Do you want to know what exactly to do next to go from lagging to world class for your enterprise?

In this session Brent will discuss how the LiveNation Ticketmaster Optimization practice started off, the role of value measurement, and how today the CFOE plays translator and bridges information asymmetry across Sr Leadership/PMO, Finance/TBM, Procurement, and AppEng/TechOps so that all respective experts in their own domain have a common understanding and focus point to transition away from legacy colo/CapEx operations into a highly agile and data aware organization. See Graphic of simplified view.





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How Strategic CIOs Provide Transformation Leadership in the Digital Age

***Phil Weinzimer, Author of The Strategic CIO: Changing the Dynamics of the Business Enterprise***

There is no better time to be a CIO. You have the perfect opportunity to help your C-suite colleagues leverage information and technology to improve the competitive advantage for your company. Are you ready for the challenge? Do you have the trust of your business colleagues to engage in a strategy discussion? Does your IT organization have the business skills needed to succeed? This highly interactive session will explore how strategic CIOs transformed their IT organization into a strategic asset.

Learn how strategic CIOs such as Filippo Passerini-P&G, Rob Carter CIO FedEx, Randy Spratt-McKesson and others transformed their IT organization using a four-phase methodology that resulted in delivering services exceptionally well, developing a business focused IT organization, implementing initiatives that improved margin, and leveraging technology strategically to innovate value. If your goal is to create new customer value, improve margins, and enhance shareholder wealth for your company, then this session is a must to attend.

VOICE- The art of mastering your message

***Tamara Carrillo & Melissa Goodwin, Co-Founders, The IdeaHouse***

Individuals and employers alike are interested in elevating their brand, outshining their competitors, and succeeding in the marketplace. Yet, at the heart of performance is the power to communicate. VOICE is a comprehensive communications program that gives you the capacity to unleash your story, master your message and captivate your audience each and every time you speak. Whether it's a high stakes presentation, a sales pitch or a critical conversation, VOICE will unlock your ability to connect, influence and inspire any audience.

- Discover brilliant techniques to unleash your story and master your message that will move your audience to action
- Confront any fears holding you back from a powerful delivery
- Explore how to skillfully work with data and make your presentation 6X more memorable
- Experience the essential verbal and non-verbal secrets to engage, inspire and ignite your audience





## Discussion Groups

### Discussion Group: Maintenance Over Innovation

***Moderated by your peers***

Inspired by a recent Freakonomics podcast, this discussion group will take on the “innovation obsession” and wonder if all this focus on re-invention is costing us. More and more, innovation and driving the business is demanded of us, but we cannot forget that system maintenance will cost us in the long run if we ignore it.

Maintenance will not get us a promotion, or praise from the board, but we cannot forget that legacy systems need love too.

### Discussion Group: Digitization & Setting the IT Table

***Moderated by your peers***

Once the decision for digital transformation is made, the next step can define the role (and future) of the IT Department for years to come: who will lead? The person/people defining the parameters and goals will set the position of IT – and the CIO -- within the organization.

But it’s not all doom-and-gloom: There is an opportunity for the CIO with the skills to lead such a transformation to solidify their position in shaping direction and culture. Simply championing the cybersecurity aspect can ensure IT has a voice, when often it could be pushed aside.

### Discussion Group: The State of the IT Department 2017

***Moderated by your peers***

Getting beyond the fads and “nice-to-haves”, this discussion group is a dive into the tangible day-to-day issues we are currently facing as CIOs. Topics to be covered will be released closer to the event.

### Discussion Group: Security 2017

***Moderated by your peers***

Reconnect with peers to catch up on the latest pressures, threats, and tools to protect your assets. Come and share your experiences on the most recent successes (and failures) in IT today, and extract some tangible actions you can take back to your team to make everything a little bit more secure...

