



# SIMposium 2003

Proven Solutions from Technology and Business Integration Experts

## SIMposium 2003

Computer Room to Board Room –  
The Journey to Corporate Leadership

New York City

October 12-14, 2003

Marriott Marquis in Times Square

Whether you're clamoring for new approaches to integrating technology into your business infrastructure or seeking to expand your management team's collaboration efforts with other IT leaders around the globe, **SIMposium 2003** delivers effective solutions that ensure quality results within your company.

### Timely, Real-World Knowledge Tailored to You

#### Keynote Speakers

- **Warren Bennis**  
Leadership Expert,  
Author of *Geeks and Geezers*
- **Charles Feld**  
The Feld Group
- **Warren McFarlan**  
Harvard Business School
- **Dick Nolan**  
Harvard Business School

#### Featured Speakers:

- **Dan McNicholl**  
CIO, General Motors,  
North America
- **Darwin John**  
CIO, FBI
- **Shelley Leibowitz**  
Company CIO,  
Morgan Stanley
- **Mitchell Habib**  
CIO, GE Medical  
Systems
- **Doreen Wright**  
CIO, Campbell Soup  
Company

#### PREMIER practitioner driven conference

- Join 400+ power-thinkers at a conference designed for and by CIOs for "peer to peer" knowledge exchange on integrating business and technology.

#### PROVEN expert solutions

- Draw input from more than 25 expert IT leaders on immediately applicable strategies to lead your company to business competitive advantage through technology.

#### COMBAT guide to today's challenges

- Attend timely, customizable educational sessions, each packed with immediate answers to today's most pressing issues.

#### Bring Your Management Team

Jump start your company's change efforts with visions from expert speakers. Discounted team attendance pricing is available. Contact SIM for details.



Register at <http://simposium.simnet.org>

401 North Michigan Avenue  
Chicago, Illinois USA 60611-4267  
800.387.9746 • [sim\\_central@simnet.org](mailto:sim_central@simnet.org)