



IT Leadership at the Crossroads: Directions for Success
SIMposium 2004 – September 12 – 14, 2004
SIMposium CIO Executive Summit: September 15, 2004

Your team need direction...your CEO needs results. As technology integrates your company-wide operations, now more than ever you need business strategies to keep you one step ahead.

Keynote Speakers

Jim Collins

Author of "Good to Great: Why Some Companies Make the Leap...And Others Don't"

Ed Brennan

Executive Chairman, American Airlines

Shane Robison

EVP & Chief Strategy & Technology Officer, Hewlett-Packard

Moderator

Ruth Gersh

Director Online Services, AP Digital Media

Featured Speakers

Scott Griffin

CIO, Boeing

Dr. Carl Hammerschlag

Author of "Theft of the Spirit"

New in 2004!

SIMposium Welcomes Financial Executives International (FEI)

This year, SIM will be collaborating with Financial Executives International (FEI) to deliver even more education and networking opportunity to attendees.

SIMposium CIO Executive Summit

Taking place September 15, this by invitation only conference is offered only to Enterprise CIOs and their direct reports from organizations with more than \$1 billion in annual revenues, as well as CIOs from public sector and not-for-profit organizations with more than 1,000 employees.

Focus Areas

Emerging Technologies & Applications

Managing P2P Technology in the Enterprise

Tsvi Gal, CIO, Warner Music Group

Howie Singer, VP Technology, Warner Music Group

e-Health – Convergence of Medical technology

Larry J. Goodman, MD, President and CEO, Rush University Medical Center

Lac Tran, SVP Information Services, CIO and Associate Dean for Information Technology, Rush University

Healthcare Supply Chain

Michael F. Mahoney, Chief Executive Officer, Global Healthcare Systems

Gale Sayers, Independent Director (Board) & Former Chicago Bear, Global Healthcare Systems

Operational Excellence ~ Best Practices

Using Technology for Business

Ellen Barry, CIO, Metropolitan Pier & Expansion Authority

Leticia Peralta Davis, CEO, Metropolitan Pier & Expansion Authority

CRIM Enterprise on IT Sourcing Strategy (Outsourcing)

Arkalgud Ramaprasad, University of Illinois Chicago

Dr. Ranganathan, University of Illinois Chicago

Technology Leadership

IT Users Gap: Users in Revolt: The Good News and Bad News

Joan Mann, Ph.D., Associate Professor, IT, Old Dominion University

Creating & Measuring Business Value

(content delivered by FEI)

<http://simposium.simnet.org>

