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**Presenters**



**Ben Berry, Chief Information Officer, Oregon Department of Transportation**  
Ben Berry serves as ODOT's Chief Information Officer, providing overall leadership, planning, development, and delivery of information technology services for ODOT and several other non-transportation organizations. At this second-largest state agency in Oregon, he is responsible for systems supporting highways, bridges, rail service, right-of-way determinations, DMV and Motor Carrier Commercial Trucking inspections and licensing throughout the state.

Mr. Berry was formerly the Chief Technology Officer of Providence Health System, supporting the Oregon service area of seven hospitals and 33 clinics. He has held executive and management positions in industries such as state and local government, healthcare, telecommunications, aerospace/defense, and airport transportation. He received his MBA from UCLA, and a BS in Life Science from the University of Portland. He has 25+ years in computer software program management and operations, computer applications development and design, and systems development for public and private sectors both in the U.S.A. and the Middle East. Recent accomplishments include an 11-datacenter consolidation to one state datacenter, and an enterprise wireless strategy based on the IT Strategic Plan.



**Kevin Bott, Senior Vice President and Chief Information Officer, Ryder System, Inc.**  
Kevin Bott is Senior Vice President and Chief Information Officer of Ryder System, Inc., a Fortune 500 global transportation and supply chain management solutions company. In this position, he oversees the strategy, design, development and support of Ryder's information technologies (IT). Mr. Bott helps to refine Ryder's business model and increase IT's role as one of Ryder's core competencies and competitive strengths.

Prior to this appointment, Mr. Bott served as Ryder's Vice President of Global Supply Chain Solutions Technology Services within the IT group. In that role, he provided technology support of business development activities, design, testing and implementation of value-added solutions and on-going account support. He was responsible for global product strategy and all transportation, distribution and supply chain applications, including management of mission-critical customer solutions.

Mr. Bott joined Ryder in 1995 as Director, Integrated Logistics. He later served as Director of Transportation Services, in charge of developing the carrier management, shipment management and freight management systems technology infrastructure and the IT organization. Later, Mr. Bott was appointed to Group Director of Product and Organizational Development before serving as Group Director of Supply Chain Product Development, developing new products and services for Ryder. He then served as Vice President - Product and Technology Management, where he led knowledge management initiatives and oversaw the design, development and support of Ryder's value-based products and technologies.

Prior to joining Ryder, Mr. Bott held various positions in logistics, technology and operations management with CSC/Cleveland Consulting, Leaseway Transportation and Case Western Reserve University.

Mr. Bott holds a Ph.D. in Operations Management, a master of arts degree in Management Sciences and a bachelor of arts degree in Biophysics from The Ohio State University. He is a member of the Council of Supply Chain Management Professionals (CSCMP) and has authored articles on transportation and manufacturing.



**Antonio R. Caesar, Chief Information Officer, Head USA, Inc.**  
Antonio (Tony) Caesar was born in 1964 in Colon, Panama, and migrated to the United States in 1969, where he and his family resided in Brooklyn, N.Y. Tony completed his high school education in New York City at Murry Bergrbaum HS for Business Careers where he enrolled and graduated with a Computer Science major.

Tony continued his education in the computer science field at Baruch College CUNY, where he earned a Bachelor's degree in Business Administration in Computer Science. While attending Baruch, Tony held various officer positions in the Computer Science club and worked for College's data processing center for several years. After graduating college, Tony started his career working for corporate

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Orlando, Grande Lakes

consulting company servicing the banking industry. Tony enhanced his career by quickly learning to write application programs in Cobol, RPG, CL and Basic programming languages.

These experiences led Tony to the consulting world, where he took on a position with a company that serviced and wrote software for the nonprofit business sector. During his tenure there, Tony embraced the opportunity to relocate from New York to Maryland, received several promotions, and was subsequently made the lead development manager for one of the company's application verticals.

After a year in this position, Tony decided to take on a bigger challenge and accepted a position with Head USA as their MIS Director. Tony served this role until HTM, Head USA's parent company, purchased Penn International and formed Head USA, Inc. and Head/Penn Racquet Sports, where he transitioned to the position of IT Director for HTM East Coast.

After two years as regional IT Director, Tony was promoted into his current position of Chief Information Officer for North America. This new position also required Tony, his wife and their two children to Phoenix, Ariz., where they currently reside.



**Tammy Carr, Vice President of Corporate Training and Development, PODS**

Tammy Carr is Vice President of the Corporate Training and Development Division at PODS, Inc.—a burgeoning moving and storage operation. She joined PODS in 1999, just after CEO and Founder Peter Warhurst decided to franchise the operation and she remembers when her desk sat in a storage warehouse not far from Warhurst's.

With about fifteen employees, PODS needed someone to establish operational procedures, brand its delivery system, document its policies, establish franchisee and driver training programs, and manage operations.

Before joining PODS, Tammy was a successful business entrepreneur—the owner/operator of a popular seafood restaurant in Port Richey, Florida—where she built and enjoyed a successful business for five years. Prior to the restaurant, Tammy was with ARA Services from the late 1970s, utilizing her education and management experience, combined with culinary and nutritional knowledge gained at the American Culinary Institute through her ARA training. As a management consultant in ARA's Healthcare Consulting Division, she went into nursing homes and hospitals countrywide, assuming operational responsibility for food and ancillary services; including quality assurance, training, management restructuring, cost analysis, Medicaid/Medicare reimbursement, job reassignment, and nutritional counseling for client organizations with one cost center, as well as for gargantuan academic hospital complexes with multi-divisional cost centers and thousands of service employees.

Tammy grew up in Pittsburgh, where she earned a B.A. in Liberal Arts from the prestigious all women's Chatham College. After some graduate coursework in business administration, she set off to seek her fortune.

Today, PODS has almost 1,000 employees; over 150 franchises, 320 locations, and is franchising into Canada and Australia. As VP of Corporate Training and Development, Tammy's hand is in everything from designing training to training trainers, developing certification programs, developing and branding internal documentation systems, negotiating corporate communications agreements, implementing wireless mobile initiatives, and strategic planning.

**David Cohen, Area Vice President, Business Markets Group, AT&T**

David leads the Northeast and Southeast teams of Data Solution Consultants which have responsibility for solution sales to the Fortune 1000 business customer segment. His team works with Line of Business and IT executives to define, deliver and deploy business solutions that help corporations wirelessly enable their business applications; including wireless email and messaging, laptop mobility, field service, sales force automation, and other vertically specific business processes and applications. These solutions are created and delivered through a combination of assets from AT&T and a select set of best-in-class ecosystem partners.

Prior to AT&T, David was Director of Sales for Arch Wireless in the Southeast Region, where he led a team of National Account Managers in the sales of wireless messaging & paging solutions to the Fortune 1000 customer segment. He was instrumental in formulating the operations and sales plans for the Southeast region.



**Jay Dominick, Assistant Vice President, Information Systems & Chief Information Officer, Wake Forest University**

Jay Dominick is responsible for strategy, planning and operations for Wake Forest University's highly regarded Information Technology efforts. Wake Forest University is consistently ranked as a leader in the use of Information Technology in the teaching and learning process. As Chief Information Officer direct the efforts of the

Information Systems Department, including networking, computer operations, help desk, telecommunications, programming and systems development. He was responsible for the implementation and support of the ubiquitous laptop computing project at Wake Forest which helped establish a new model for technology deployment in Higher Education. As co-founder of WinstonNet, he is active in Regional High Speed networking and digital divide issues in North Carolina. Current research interests include super mobile computing and electronic textbook systems. He holds a Ph.D. from the University of North Carolina at Chapel Hill and an MBA from Wake Forest University.



**Thomas Druby, CPEHR, Vice President of Technology and Enterprise CIO, Blue Cross of NE Pennsylvania**

Thomas Druby has been involved in the information technology industry for over 25 years in multiple verticals (healthcare, manufacturing and retail). Mr. Druby began his career in the Electronics Engineering field and enhanced his skill set to the computer programming field. He continued working his way through multiple management roles to the executive level after successfully completing a CIO Executive Development program through Perot Systems.

Mr. Druby has been with Blue Cross of Northeastern Pennsylvania since 1993 and has held a multitude of IT positions. Currently, he is Vice President of Information Technology and Enterprise Chief Information Officer for the organization. Mr. Druby serves on several technology boards in the Wilkes-Barre, Pa. area, including The Innovation Center at Wilkes-Barre and the Penn State University IST advisory board. He is a member of CHIME, HIMSS, SIM and MS-HUG, and is a consultative advisor for the Gerson Lehrman Group's Council of Advisors. He has volunteered as a mentor in the CHIME Mentoring program and is on the HIMSS committee for Enterprise Interoperability.

Mr. Druby has been sought out for his insights and commentary for articles published in leading healthcare technology magazines, among them *Health Data Management*, *Optimize*, *HealthLeaders* and *Managed Healthcare Executive*. He is also very active in the community with his involvement in the United Way of Wyoming Valley as a Board member and as part of the allocations committees.

Mr. Druby is a native of the Wilkes-Barre, Pa. area and currently resides in Mountain Top, Pa., with his wife and two children.



**Joseph Ferra, Chief Wireless Officer, e Business, Fidelity Investments**

Joseph Ferra is Chief Wireless Officer of Fidelity e Business (FeB), a division of Fidelity Investments, the nation's largest mutual fund company and a leading provider of financial services. In his current role, Mr. Ferra is responsible for directing the business development and product management of Fidelity Anywhere, Fidelity's industry-leading innovation in wireless technology that allows investors to monitor the markets and manage their portfolios. Developed by Fidelity, this proprietary investing technology is among the most advanced of its kind, enabling wireless access to personalized investment information and trading via a number of wireless devices, including Internet-enabled mobile phones, Blackberrys, and personal data assistants (PDAs).

Mr. Ferra joined Fidelity in 1990 as a manager in the Operations Audit & Analysis group. In 1994, he became Vice President of the Asset Services group for Fidelity's National Financial Services Corporation. Mr. Ferra was responsible for the implementation, integration and management of its corporate actions processing activity. Subsequently, Mr. Ferra joined Fidelity Technologies, a commercial technology organization, which markets systems products, developed or acquired by Fidelity Investments to the financial services industry and other businesses. In this role Mr. Ferra was responsible for the sales, implementation, product management, and implementation of corporate actions processing for all commercial clients. Mr. Ferra assumed his current position in March 2001.

Before joining Fidelity, Mr. Ferra was with Drexel Burnham Lambert in New York from 1988 to 1990. Previously, he was a Second Vice President with Smith Barney in New York from 1983 to 1988.

Mr. Ferra received a Bachelor of Science degree in Accounting/Computer Science from Boston College, and also studied taxation at Pace University.



**Norm Fjeldheim Senior Vice President and Chief Information Officer**

Norm Fjeldheim serves as senior vice president and chief information officer for QUALCOMM Incorporated. In this role, Fjeldheim oversees all aspects of QUALCOMM's information technology for all of the Company's diverse business units.

During his career at QUALCOMM, he has served as manager, director and vice president of information technology. Fjeldheim has been instrumental in the creation and implementation of systems to support QUALCOMM's growing and diverse corporate needs. In addition, he has been responsible for the development and support of many of QUALCOMM's key domestic and international business systems.

Prior to joining QUALCOMM, Fjeldheim served as a systems analyst at Unisys Corporation and as a programmer analyst at M/A-COM Corporation. He has served on advisory panels to AMR Research, PeopleSoft, Platinum Technology, Verizon Wireless, Documentum and Sprint PCS and Long Distance. Under his leadership, QUALCOMM IT was honored as one of the Resourceful 100 by CIO Magazine in August 2003.

Fjeldheim holds a bachelor of science degree in business, information systems from San Diego State University. He also completed the Wharton Executive Development Program at the University of Pennsylvania.



**Michael Flanagan, Solutions Development Manager, Personal Systems Group, HP**

Michael is currently leading development of converged communications, wireless and



mobility solutions. His role extends into strategic direction setting, market program creation, customer solutions and satisfaction, vendor relation management, and mentoring. Michael's focus couples the deep strengths of HP's state of the art hardware and software, professional service organizations, and partners needed to maximum business benefit. Michael has over thirty five years experience in leading business and technology organizations, guiding customers in setting strategy and recognizing greater business benefits through proper integration and use of Information Technology. Michael has lived and worked abroad and in the United States holding leadership positions at AT&T, IBM, EDS, and HP with far reaching responsibilities.



**Kirk Halliday, Manager, Enterprise Systems Administration, Grant Thornton, LLP**

Starting his career in 1995 with Arthur Andersen in the Chicago area, Kirk was heavily involved in architecting and building the firm's global Novell network consisting of over 1500 servers and 86,000 highly mobile users. He was also the chief architect and developer of a mobile networking solution for engagement teams at client sites worldwide.

Kirk joined Grant Thornton in 2003 and is currently responsible for all systems and asset management within the US firm. This includes all leased hardware management, software distribution and licensing, patch management, mobile data and asset security, and the firmwide standard OS and application image across 51 locations and 6000+ users. Kirk also sits on the Customer Advisory Board for Credant Technologies.

Kirk's work with the firm has helped Grant Thornton's IT department earn coveted awards from Computerworld including 3 consecutive years in the "Top 100 Best Places to Work in IT" placing 26th in 2004, 18th in 2005, and 5th in 2006. Most recently, the firm's IT department was twice awarded "2007 Laureate" status in the Computerworld Honors Program for work in data compliance and efforts in securing and managing the highly mobile workforce.

Kirk is a graduate of Brigham Young University with a degree in Business Management and Minors in Information Technology and German. He currently resides in Chicago, IL with his wife and 4 children.

**Bill Kramer, Vice President, Solutions Engineering and Architecture, Business Markets Group, AT&T Mobility**

Bill Kramer is charged with delivering complex data solutions to business and government customers for AT&T Mobility. Expertise in this group includes System Engineers, Enterprise Architects, In-Building Solutions Consultants and Project Management.

Prior to this role, Kramer was Vice President, Field Data Management, AT&T Wireless. Under his leadership, AT&T Wireless created an enterprise class data solutions sales organization targeting Corporate Markets Customers nationwide.

Kramer was previously Vice President, North American Sales for Celox Networks, where he defined and led the company's overall North American Sales strategy, delivering next generation IP switching solutions to network service providers nationwide. Before joining Celox Networks, Kramer held numerous technical, sales and management positions with companies such as Riverstone Networks, Cabletron Systems, USWest and AT&T. His career spans more than 24 years in the data communications industry.

Kramer holds a Bachelor of Science degree in Systems Analysis from Miami University, Oxford Ohio.



**Bill Laberis, Vice President, Custom Content Strategy, Computerworld**

Bill Laberis is Vice President of Custom Content Strategy at Computerworld, a new position he filled in October of 2006. In this exciting role, Bill will work closely with Computerworld's vendor clients to create highly individualized custom content programs that leverage the wide range of Computerworld's media capabilities, including print, online, multimedia, and custom events.

No stranger to Computerworld or IDG, Bill was editor-in-chief of Computerworld for ten years from 1986-1996. During his editorial tenure, Computerworld won more than 80 awards for editorial and design excellence, including the Computer Press Association's award as Best Computer Newspaper an unprecedented three times. And as editor, Bill was also frequent speaker and keynoter, having delivered over 100 speeches and addresses while writing over 400 signed editorials. He was often quoted in the business media as an industry spokesman; wrote for several publications including the editorial page of the Wall Street Journal; and was also a frequent contributor to panel sessions at major industry trade shows and served on the boards of advisors of several major conferences.

In the ten years between leaving Computerworld as editor and rejoining as Vice President of Custom Content Strategy, Bill was founder and president of Bill Laberis Associates, a custom publishing and media consulting company. His company produced special supplements, magazines, newsletters, Webcasts, content-oriented marketing materials, and other special customer publications for nearly all first and second tier vendors in the computer industry. His company's work included all content and design creation for the quarterly magazine Microsoft Executive Circle Magazine, read by more than 120,000 business and technology managers in N. America and produced from 2001-2005.

Mr. Laberis is a graduate of Columbia University and lives in Holliston, Mass. with his wife and two

sons.



**Robert Logan, Vice President for Enterprise Infrastructure Services, Science Applications International Corporation**

Robert Logan joined Science Applications International Corporation in 2004 as the Vice President for Enterprise Infrastructure Services. His team of engineers, operators and project managers are responsible for round-the-clock operations of enterprise computing and network services supporting over 44,000 employees at 250 locations worldwide.

In addition to implementing ITIL best practices, new SOX 404 controls, and infrastructure upgrades involving server virtualization, WAN bandwidth improvements, multi-zoned security architectures, greener data centers, and new disaster recovery sites, his team during 2006 had the unique opportunity to support the company as it transitioned from 36 years as a private, employee-owned company to a public one. For those contributions Logan was recognized by Computerworld's Premier 100.

Prior to SAIC, Logan was a 29-year Marine Corps officer with extensive experience in operational communications, systems engineering and program management. His final assignment was as Deputy Director of the Navy Marine Corps Intranet, the largest IT outsourcing program in the world supporting 500,000 users at over 2,000 sites, for which he was named to the 2004 Federal 100 by Federal Computer Week. He holds a BS degree in Electrical Engineering from Washington State University, and a MS degree in Electrical Engineering and the post-master degree, Electrical Engineer, from the Naval Postgraduate School in Monterey, California.



**J.D. Longmire, JD Longmire, Director, Wireless & Mobility Programs, Northrop Grumman**

Longmire is an IT Program Director with Northrop Grumman IT Solutions supporting Northrop Grumman Ship System sector (NGSS). As the sector Network and Telecommunications manager, Longmire was instrumental in introducing secure wireless bridging and wireless client applications to the Ship Systems environment, a plan accelerated by the infrastructure devastation caused by Hurricane Katrina. In his current role, Longmire has oversight of all IT strategies and services associated with ship construction for all NGSS shipyards, particularly the Wireless/Mobility Program. This program delivers an innovative, Department of Defense compliant, secure wireless infrastructure, as well as business process oriented mobility applications, thus enabling "on-demand", "real-time", and "paperless" capabilities for the precision driven NGSS environment.



**Alan Lustiger, Security Architect, TD AMERITRADE**

Alan Lustiger is responsible for security architecture at TD AMERITRADE. He specializes in penetration testing, threat modeling, vulnerability management and DDoS defenses, and has over 20 years experience in system administration and information security.

Prior to his current position, Lustiger worked for AT&T as part of the "Tiger Team," focusing on penetration testing of corporate systems. He also worked as a subject-matter expert on firewalls, intrusion detection systems and secure network architecture. On the Ernst and Young's Information Security Team, he performed security consulting and penetration testing for major Fortune 500 companies. Lustiger presented a two-day hacking and security course at Ernst and Young and has delivered many talks at security conferences—such as NetSec, CSI, ISSA, ISACA and Computerworld's IT Executive Summit—on various topics including Hacking 101, Password Cracking, Port Scanning and Mobile Security.



**Kevin McConnell, Chief Architect, Mobility and Wide Area Wireless Technologies, IBM**

Kevin McConnell is a Senior Technical Staff Member & Chief Technical Architect for Mobility and Wide Area Wireless Technologies in IBM's Global Infrastructure Center of Excellence. He provides global leadership in providing IBM's mobile employees with the best technologies to enable the on demand mobile employee. When not traveling, he works from his house in Austin, Texas using wired and wireless technologies for voice and data communications. Kevin has 20 years in the IT industry with thirteen years at IBM. He has a bachelor degree in Computer Information Systems from DeVry Institute of Technology and MBA in Global Enterprise Management from Jones International University.



**Carrie MacGillivray, Senior Research Analyst, Mobile Enterprise Group, IDC**

Carrie MacGillivray is a senior research analyst in IDC's Mobile Enterprise group. Her in-depth analysis addresses the challenges facing enterprises implementing mobile wireless solutions and the strategies developed by mobile operators to encourage wireless voice and data use by businesses. The growing area of mobile enterprise data is a cornerstone of Carrie's research including a focus on enterprise data services, PC cellular data connectivity and LBS. She also examines the growing market for managed services, corporate liability and fixed mobile convergence. Her research is rounded out with market sizing and forecasts on this growing mobile enterprise market.

Prior to joining IDC, Carrie was a research analyst at Yankee Group in its enterprise research group. She conducted primary and secondary research on a variety of enterprise issues including the mobile enterprise, SMB telecommunications and enterprise managed services. Previously, Carrie worked as a business analyst with Nortel Networks, where she provided analysis on product performance and market share for the multiservice WAN portfolio. Carrie's background also includes working as a management consultant with Fujitsu Consulting where she provided strategic planning and business process reengineering services to clients across both private and public sectors. She started her career as a business analyst with the Canadian Imperial Bank of Commerce (CIBC) implementing a large business accounts system.

Carrie holds a Bachelor of Commerce (Honors) degree from Queen's University in Kingston, Ontario, Canada.



**Ron Milton, Executive Vice President, Computerworld**

Ron Milton is executive vice president of Computerworld and manages the events business and strategic business programs for IT executive titles, storage networking, mobile/wireless, data center and business intelligence market sectors. Milton leads the team responsible for creating content, sponsor sales, operations, marketing and audience development for all of Computerworld's events, which includes the Premier 100 IT Leaders, Storage Networking World, Mobile & Wireless World, Infrastructure Management World, Business Intelligence Perspectives, IT Management Summit Series and IT Executive Summit Series brands. Ron is also Chairman of the Board of Trustees for the Computerworld Information Technology Awards Foundation.

He has 20+ years of experience in information technology, serving in both vendor and information services management positions. Before his current role at IDG, Ron was Senior Vice President of CXO Media and General Manager of *CIO Magazine's* Executive Programs Division. Prior to joining Computerworld in 1999, he was President and CEO of IDG's Internet Commerce (ICE) business unit, which he founded in 1996 as a start-up business, and was a pioneer in using e-commerce systems and web marketing. He was a 1996 recipient of the coveted IDG Chairman's Award for the most successful start-up business globally.



**John Nichols, Manager, Frontline Solutions Technical Pre-Sales, Sybase iAnywhere**

John has over 25 years experience working in both the public and private sectors assisting enterprises of all types and sizes to solve their frontline business challenges. He has particular experience in remote systems design, integration, management, security and project management with distributed retail systems, field force automation and field service. John came to Sybase iAnywhere from the XcelleNet acquisition. Having worked with XcelleNet as both a Partner and later as an employee, John is currently Manager of Sybase iAnywhere's Frontline Solutions Technical Pre-Sales Team for North America.



**Drew Palin, M.D., Vice President and Chief Development Officer, Blue Cross of Northeastern Pennsylvania**

Dr. Drew Palin joined Blue Cross of Northeastern Pennsylvania as its vice president and chief development officer in

Dr. Palin will oversee and direct all strategic corporate business development activity, including development of internal and external market analyses. He additionally will evaluate emerging trends as a means to identify strategic partnerships and growth opportunities.

Dr. Palin has a proven track record of successfully creating and growing startup organizations. He most recently served as CEO of PointOne, in Milwaukee ? a company that provided genomic information systems to physicians. Dr. Palin also served as founding CEO/principle to ThinkMed, Competitive Edge, and Take Control, all in Milwaukee.

Dr. Palin is skilled at combining business/medical/technical/marketing acumen to deliver outstanding growth. He successfully started, raised capital and created business models for five businesses that continue to operate 25, 15, 10 and three years later and drove startup to \$6 million sales, 8 percent margins, 10 locations and 120-plus staff in three years. He also has proven success with negotiating and closing million dollar sales to national healthcare organizations.

Dr. Palin is a director at Sandusky International Manufacturing and Clement Financing and Lease Company. He was a director with Wild Apple Graphics and a founding board member and past chairman of the Child Abuse Prevention Fund. A fellow in the American College of Sports Medicine, he also served as chairman and director of Immunotronics.

Dr. Palin earned his medical degree at the Mayo Medical School and his bachelor's degree from Stanford University. He captained the Stanford football team in 1974 and was a member of the national rugby team in 1985.



**William E. Pence, Ph.D., Senior Vice President and Chief Technology Officer, Napster**

In 1989, he joined the IBM Thomas J. Watson Research Center, where he held various technology management positions, overseeing basic research and

commercialization of technology with IBM product divisions. Major programs under his direction included networking and communications technology, analog integrated circuit design, and digital media solutions. He guided pioneering work in 802.11 wireless LANs and wide-area wireless data technologies in the mid-1990's, and managed technology commercialization efforts with IBM Microelectronics and the IBM PC Company for Fibre-Channel and infrared communication components. In the software area, he was responsible for research and development activities in the emerging digital media space, including work in content management, internet media (streaming audio/video), and pattern recognition. After moving to the IBM Software Group, he managed product initiatives in the areas of web content management and integration of rich media support across a number of IBM products, including Lotus Notes and Domino and WebSphere.

In 2000, Dr. Pence joined Universal Music Group as lead technologist for online music initiatives. In this role, he helped to form partnerships with technology providers, develop systems incorporating digital asset management, digital rights management, and royalty reporting, and deploy early trials to test the systems and collect feedback. In 2001, he became Chief Technology Officer for pressplay, a joint venture between Sony and Vivendi Universal designed to offer an online music subscription service. In this capacity, he led the technical effort to bring the pressplay service to market, choose technology partners, and ensure the system was reliable and user friendly. In addition, he was responsible for charting the course of music download services to platforms beyond the PC, including wireless devices, set-tops, and game consoles.

In 2002, Roxio acquired pressplay and rebranded the service with the Napster name. Dr. Pence led the effort to build a legitimate service on the pressplay technology infrastructure, culminating in the relaunch of Napster in October, 2003.

Throughout his career, Dr. Pence has been involved at senior levels in setting corporate strategy, assessing the impact of new technologies, and helping to develop new products and initiatives to respond to changing markets.

Dr. Pence received a B.S. degree in Physics from the University of Virginia in 1984, and a Ph.D. degree in Electrical Engineering from Cornell University in 1989.

Dr. Pence holds several U.S. Patents and is a frequent speaker and participant in conferences focused on convergence and the opportunities for digital content in the internet age.



**Gregg Plekan, Senior Vice President - Product Development, Antenna Software**

Gregg Plekan, an industry veteran with more than 23 years experience in the technology, communications and utilities markets, oversees Antenna Software's product management and strategy initiatives.

Plekan joined Antenna after serving as partner of MTT Technologies', where he was responsible for business development and acquisition in management, strategic, and operations consulting engagements. He managed the company's software engineering and project management programs, and provided consulting services for Qwest, ICG Communications and AT&T Broadband. Prior to that, Plekan held executive management positions at Cap Gemini Ernst & Young, where managed the operations through an acquisition and a merger bringing his business unit's value to \$30 million.

Previously, Plekan was responsible for business development and alliance management for the Work Force Management suite of products at MDSI, Inc. where he focused on the communications and utility marketplaces. Plekan also held senior management positions during a productive tenure at Computer Sciences Corporation. He served as senior director of product management and technical director of system architecture for work process and network services systems. Plekan was a principal founder and vice president of software engineering for Phoenix Telecom prior to the company's acquisition by CSC.

Plekan has a degree in computer science and mathematics from the State University of New York, at Brockport.



**George Pollack, Chief Operating & Technology Officer, Wound Technology Network, Inc.**

Mr. Pollack is a founding partner of Wound Technology Network. As COO, Mr. Pollack directs all sales efforts for Wound Technology Network and has been responsible for all negotiations and contract administration with health plans. George is one of the country's leading experts in managed health care disease managed networks. As CTO, Mr. Pollack leads the evaluation and implementation of new technology platforms that optimize WTN's wound care delivery. In addition, Mr. Pollack is one of the country's leading experts in the use of wireless technology in health clinical applications. Under his direction WTN has been honored as the recipient of QUALCOMM's 3G A List 2006 Business Innovation Award and Network World Magazine 2006 Network Enterprise All Star.

Prior to WTN, Mr. Pollack was the President and Chief Executive Officer of Florida Health Care Management Corporation. Mr. Pollack has been actively involved in the healthcare industry with ownership of six Assisted Living and three Skilled Nursing Facilities. Mr. Pollack was appointed by the Governor of Florida and served as a Long Term Care ombudsman. Mr. Pollack is also have extensive experience with managed care reimbursement methods and has developed innovative methods of reducing operating cost of administration for health plans and provider networks.



**Cliff Raskind, Director, Global Wireless Practice, Strategy Analytics, Inc.**

Cliff Raskind, Director, Global Wireless Practice, joined Strategy Analytics in 1999.

Through strong foundational research and an ongoing commitment to address client research requirements, he has established two successful strategic advisory services examining the diffusion of wireless data into both the consumer and business arenas.

He is currently responsible for managing analytical research and inquiries in the Wireless Enterprise Strategies service. Separating hype from reality, Cliff identifies catalysts and inhibitors affecting the commercialization of wireless technologies and adoption of mobile business applications globally. Key areas include converged device market dynamics, wireless email/groupware, SFA, CRM, FFA, M2M, LBS, dispatch, IT/business model trends and effective market segmentation.

Cliff's background includes over 15 years of experience in the wireless industry. Prior to joining SA, he was a product marketing manager for EDS with oversight of the strategic planning process for a range of wireless billing and customer care solutions.

Cliff is a frequent presenter and panelist at wireless industry events and has been quoted in numerous industry journals as well as mainstream news sources. Cliff also sits on the advisory board of the Mobile Enterprise Alliance. Cliff graduated with honors from Northeastern University and holds a Bachelors of Science degree from in Business Management & Finance.

**Tommy Russo, CTO, Director of Information System, Akridge**

Mr. Russo's broad professional experience in residential and commercial development and construction, coupled with his education in information technology, has provided Akridge with innovative services to its internal and external Client base. Most notable is his design of a wireless webbased camera, which when linked to project websites for construction monitoring, allows investors and project managers to observe their asset while under construction. This innovation has proven integral in preventing unnecessary construction-related expenses (legal and otherwise), as it provides visual evidence of a construction project's progress.

**Neil Schubert, Vice President, IT Strategy, Marriott International, Inc.**

Neil Schubert is the Vice President, IT Strategy for Marriott International, Inc. As part of Marriott's IT Strategy team, Neil plays a major role in determining which technologies and applications will be used across Marriott's enterprise beyond the traditional three-year technology planning horizon.

Neil joined Marriott's Information Resources division in 1996 after having worked for eight years with Renaissance Hotels. He has 25 years of hospitality technology industry expertise, having held a variety of roles in IT leadership, application development, network and operations support.

Marriott International is a leading lodging company with more than 2,800 lodging properties in the United States and 67 other countries and territories. The company is headquartered in Washington, D.C., and had approximately 151,000 employees at 2006 year-end. In fiscal year 2006, Marriott International reported sales from continuing operations of \$12.2 billion.



**Eugene Signorini, Vice President, Enterprise Research Group, The Yankee Group**

Eugene Signorini is the vice president of Yankee Group's Enterprise Research group with an expertise in applications & mobile solutions. Signorini helps clients navigate the emerging enterprise mobility landscape by examining both supply- and demand-side issues and focusing on applications, target industries and solution

providers.

Areas of focus for Signorini include mobile applications such as wireless e-mail, mobile SFA, field force mobility and mobile asset management; wireless carriers' B2B offerings and strategies; mobile middleware and application software; and enterprise fixed/wireless voice and data integration. Additionally, he is responsible for the design and management of the Yankee Group Transatlantic Wireless Business Survey of more than 1,000 IT decision-makers.

Signorini has spent 12 years in the wireless industry, joining Yankee Group from MCI WorldCom's wireless resale organization, which was previously Nationwide Cellular Service. During his tenure at MCI WorldCom, Signorini held key roles in operations, project management and business development. He was instrumental in launching Nationwide Cellular Service's New England fraud management group in 1995 in the midst of the industry-wide cellular clone fraud crisis. Upon MCI's acquisition of Nationwide, Signorini became the lead project manager for all large enterprise wireless implementations in the Eastern United States. Finally, after WorldCom acquired MCI, Signorini was New England manager for wireless indirect sales and distribution.

Signorini holds a B.A. degree in economics and English from Boston College and an M.B.A. degree from the Carroll School of Management at Boston College. He is a charter member of the editorial advisory board of Mobile Enterprise Magazine and sits on the advisory council for the Mobile Enterprise Alliance.



**Tom Simmons, Manager Network Services, BNSF Railway**

Tom Simmons is currently the Manager of IP Networks at BNSF Railway, a Fortune





200 company with presence in 28 states and two Canadian Provinces. Tom has over 20 years experience in Enterprise Networking. He has lead the engineering and implementation of WiFi networks at BNSF Railway in both indoor and outdoor locations to provide connectivity for mobile data equipment, telephony and other industry-specific applications. Tom also has backgrounds in RF transmission and telephony.



**Michael Theis, Chief, Cyber Counterintelligence, National Reconnaissance Office**

Michael C. Theis (pronounced Tice) began working for the National Reconnaissance Office (NRO) as a counterintelligence special agent and the chief of the first-ever Cyber Counterintelligence (Cyber-C1) program, in November 2003. As of the Chief of Cyber-CI, Mr. Theis provides management and oversight for the counterintelligence aspects of information systems that support NRO programs and activities, including detecting and deterring the insider threat.

Mr. Theis is retired from the U.S. Army, has over 20 years of experience as a counterintelligence special agent, and also 25 years of concurrent computer systems engineering experience, including computer security. After September 11, 2001, and just prior to his current position, Mr. Theis was called back to public service as a Senior Intelligence Officer in the Joint Staff Counterintelligence Division of the Pentagon. In this position, he was responsible for developing globally synchronized strategic counterintelligence campaigns, which included detailed counterintelligence business processes that encompassed computer systems architectures and data management techniques that seamlessly integrated the equities of globally dispersed, multi-organization counterintelligence elements.

Prior to September 11, 2001, Mr. Theis spent five years as an executive in the private sector where he was a highly sought consultant for the Fortune 500, specializing in network systems engineering, network system security (corporate espionage and insider threat detection and countermeasures), and Internet E-commerce.

Recognized as one of the world's highest-rated computer security seminar trainers for three consecutive years, Mr. Theis was inducted into the International Who's Who of Information Technology Professionals at the end of the 20th century. Mr. Theis and his wife live in Northern Virginia, and enjoy their three children and five grandchildren, who reside in various locations throughout the United States.



**Bill Trussell, Managing Director, The InfoPro**

As Managing Director of TheInfoPro's Networking sector, Bill Trussell leverages his 25 years of experience in the Information Security and Networking fields to oversee the research and consulting services covering these practices. Throughout his career, Trussell has held a number of senior management positions within network engineering and operations in the manufacturing and air transportation industries. Prior to joining TheInfoPro, Trussell spent time at Agere Systems, a large semiconductor design and manufacturing firm, where he was responsible for maintaining the global networking infrastructure. He has also held network management positions at USinternetworking, NetExpress and Aeronautical Radio. In addition to his management positions, Trussell was a co-founder of IFR Development, LLC and has consulted on business process automation and IT infrastructure projects to airport authorities, major airlines and a variety of other small and mid-sized enterprises.



**Joseph J. Tufano, Vice President and Chief Information Officer, Information Technology, St. John's University**

Mr. Tufano joined St. John's University in 2002 and is currently Vice President and Chief Information Officer. During his tenure, the University has emphasized its commitment to implementation of technology in its teaching and learning programs. In 2003, the University began its Academic Computing Initiative (ACI), which included implementation of a ubiquitous wireless network; distribution of laptop computers to faculty and all incoming freshmen students; and the roll out of the Portable Professor faculty technology seminars. To date, over 9,000 laptops have been distributed and over 75% of the faculty have participated in the seminars. The University has been ranked as one of Intel's Top 10 Unwired Colleges in the past two years.

Mr. Tufano has over 25 years in the Information Technology industry. Prior to joining St. John's, he held executive positions at Prudential Financial, Inc. and MetLife Inc. Mr. Tufano has a B.A. and M.A. in mathematics from St. John's University and a M.S. in Computer Science from Polytechnic University.



**Belinda Watkins, IT, VP, Network Computing and IT Operations, Federal Express**

Belinda Watkins is Vice President, IT of Network Computing and IT Operations for Federal Express Services. She has responsibility for the Network computing organization which develops, designs, and engineers network based solutions in support of both strategic corporate projects and ongoing user requirements. She also has responsibility for IT Operations for FedEx Ground and collaborative responsibility for IT Operations for FedEx Freight, FedEx Kinko's and the Express International Regions.

Ms. Watkins rejoined Federal Express in May of 2003 after five years of service with Sara Lee Corporation where she served as Vice President, Infrastructure Support for Sara Lee Foods, a \$3 billion plus division of Sara Lee Corporation, a global consumer packaged goods company with more than \$20 billion in annual revenues. Prior to serving as VP, Infrastructure Support, Ms. Watkins served as Vice president and Chief Information Officer for Jimmy Dean Foods, a \$600 plus million division of Sara Lee Foods, where she was responsible for the management of all the Jimmy Dean Foods information technology.

Ms. Watkins joined Jimmy Dean Foods as Vice president and CIO in April of 1998 after 6 years with FedEx. She joined FedEx in 1992 as a Technical Advisor in the International Network Engineering Department and progressed from Manager of Desktop Engineering to Managing Director of Network Integration.

Ms. Watkins' career includes holding the following positions: Voice Manager for West Tennessee for First Tennessee Bank; Account Executive, Industry Consultant for AT&T; Communications Consultant and Account Executive for Bell South; College Telecommunications Instructor; and High School and Community College Mathematics Instructor.

Ms. Watkins holds a BA in Mathematics from Millsaps College, an MA in Education from Mississippi College, and both an MS in Telecommunications and Information Systems Management and an MBA with a concentration in Finance from Christian Brothers University. She is also a graduate of the Leadership Memphis class of 2000.

She serves on the following Advisory Boards; Technology Advisory Board of Christian Brothers University, Memphis Partners in Public Education (PIPE), and Memphis Family Shelter.



**Ira Winkler, CISSP, Bestselling Author of *Zen and the Art of Information Security*, *Spies Among Us*, and *Through the Eyes of the Enemy*; President, Internet Security Advisors Group**

Ira Winkler, CISSP is President of the Internet Security Advisors Group. He is considered one of the world's most influential security professionals, and has been named a "Modern Day James Bond" by the media. He obtained this status by identifying common trends in the way information and computer systems are compromised. He did this by performing penetration tests and espionage simulations, where he physically and technically "broke into" some of the largest companies in the World and investigating crimes against them, and telling them how to cost effectively protect their information and computer infrastructure. He continues to perform these penetration tests, as well as assisting organizations in developing cost effective security programs. Ira also won the Hall of Fame award from the Information Systems Security Association.

Ira is also author of the riveting, entertaining, and educational book, *Spies Among Us*. He is also a regular contributor to ComputerWorld.com.

Mr. Winkler began his career at the National Security Agency, where he served as an Intelligence and Computer Systems Analyst. He moved onto support other US and overseas government military and intelligence agencies. After leaving government service, he went on to serve as President of the Internet Security Advisors Group and Director of Technology of the National Computer Security Association. He was also on the Graduate and Undergraduate faculties of the Johns Hopkins University and the University of Maryland.

Mr. Winkler has also written the book *Corporate Espionage*, which has been described as the bible of the Information Security field, and the bestselling *Through the Eyes of the Enemy*. Both books address the threats that companies face protecting their information. He has also written over 100 professional and trade articles. He has been featured and frequently appears on TV on every continent. He has also been featured in magazines and newspapers including *Forbes*, *USA Today*, *Wall Street Journal*, *San Francisco Chronicle*, *Washington Post*, *Planet Internet*, and *Business 2.0*.

Please visit [www.irawinkler.com](http://www.irawinkler.com) to learn more about Mr. Winkler and his work.

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