



Delivering Business Value  
Through IT Leadership

401 N. Michigan Ave.  
Chicago, IL 60611

**June 16, 2009**

**For Immediate Release**

Media Contact: Dan Green  
847.279.0022, ext. 239  
dan.green@techimage.com

Tracy Sereiko  
312.673.5825  
tsereiko@simnet.org

### **2009 SIM IT Industry Trend Survey Launches**

*Survey to provide valuable insight into priorities in dynamic economic environment*

CHICAGO – The Society for Information Management (SIM) has launched its 2009 SIM IT Industry Trend Survey, which annually provides an important benchmark from IT executives in areas including spending, salaries, job scope of IT professionals, and technical/business trends.

“This year’s survey will provide valuable insight regarding whether or not the dynamic economic environment has caused a significant shift in the priorities of senior IT executives,” says Peter Whatnell, SIM President and CIO, Sunoco. “The results will also allow SIM to continue to provide relevant thought leadership and resources to support its members and the industry at-large.”

SIM encourages all IT executives to participate in the annual survey by visiting [www.simnet.org](http://www.simnet.org) and taking a few minutes to complete the 20 question survey. All information provided will be aggregated and individual responses will be kept confidential.

The topics covered include:

- Key business/IT management concerns
- Technology investments
- IT budgeting
- IT organizational considerations
- Compensation

The 2008 SIM IT Trend Survey confirmed that once again IT-business alignment was the number-one concern for senior IT executives, followed by building business skills in IT, and IT strategic planning.

In-depth results for this year’s survey will be presented at *SIMposium 09*, Fresh Ideas for Peak Performance, November 8-10, 2009 in Seattle, Washington. Visit [www.simnet.org](http://www.simnet.org) to complete the survey and for more information about SIM and *SIMposium*.

###

*Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,800 members including CIOs, senior IT executives, prominent academicians, and foremost consultants. SIM is a community of thought leaders who share experiences, apply rich intellectual capital, and who explore future IT direction. Through its 31 chapters, SIM provides resources and programs inspired by IT leaders for IT leaders that enable CIOs to further develop their leadership capabilities and those of the emerging leaders in their organizations. SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession.*