



401 N. Michigan Ave
Suite 2200
Chicago, IL 60611USA

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

Kim Walsh
312.673.4928
kwalsh@simnet.org

Consumer Goods Technology 2009 Visionary to Speak at SIMposium 09
Danone North American CIO presents strategies for driving organizational growth through emerging technologies

CHICAGO, IL – Jeff Hutchinson, North American CIO of Danone, the maker of Dannon yogurt and other foods and beverages, believes that a company must change the way it does business in order to grow – and one of the most impactful ways to change is through emerging technologies.

During “Focus on the Future: Driving Productivity and Growth Through Emerging Technologies,” a featured speaker session at SIMposium 09, taking place November 8-10 in Seattle, Washington, Hutchinson presents Danone North America’s New Way of Working/DAN2.0 strategic program. It has unified the organization’s communication and collaboration efforts through the use of emerging technologies and landed him on *Consumer Goods Technology’s* 2009 Visionary list.

“In a challenging business climate, we must find innovative ways to enhance productivity with existing or reduced resources”, said Andrew C. Jackson, SIM VP for Conferences & Seminars and President of BravoTECH. “Jeff Hutchinson explains how a variety of emerging tools, unified communications, collaboration, mobility, and more will drive productivity and growth at an organization.”

“Focus on the Future: Driving Productivity and Growth Through Emerging Technologies” is one of three SIMposium featured speaker sessions, providing IT leaders strategies for driving innovation at their organizations.

Additional featured speaker sessions include:

- “Fear in IT,” where prominent CIOs highlight fears that can be holding back an IT leader and his/her team and suggest viable approaches for offsetting the effects of these fears.
- “Innovation Leadership Panel,” which includes a discussion among IT leaders about IT’s role in helping organizations do more with less by ensuring the right team is in place to execute and deliver innovations to the market faster, sustain the innovative atmosphere, and ultimately achieve desired results.

In addition to the featured speaker sessions, SIMposium attendees benefit from networking events, focus area sessions, and several prominent and knowledgeable keynote speakers, including:

- Tony Scott, Corporate Vice President and Chief Information Officer, Microsoft Corporation
- Patrick Lencioni, author of eight bestsellers, including *The Five Dysfunctions of a Team*, *The Three Signs of a Miserable Job*, and *The Four Obsessions of an Extraordinary Executive*
- Dan Roam, author of *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*
- Bill Baumann, Vice President of Information Technology, Recreational Equipment, Inc. (REI)
- Eric Cowperthwaite, Chief Information Security Officer, Providence Health & Services

For more information and to register, visit simposium.simnet.org.

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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, consultants, and other IT leaders. SIM is a community of thought leaders who share experiences and 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 the leadership capabilities of themselves and the key and emerging leaders in their organizations. SIM provides the collective voice to advocate policy and legislation on behalf of the IT profession across industries.