



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

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Media Contact: Dan Green
1.847.279.0022, ext. 239
Mobile: 1.847.910.2731
dan.green@techimage.com

Tracy Sereiko
1.312.673.5825
tsereiko@simnet.org

**Microsoft CIO Tony Scott to Headline Society for Information Management's
SIMposium 09**

Scott to speak on the challenges facing CIOs

CHICAGO – Microsoft CIO Tony Scott believes CIOs are facing a fork in the road -- challenged to make decisions that involve cutting costs in IT or the choice to be proactive and leverage technology to optimize efficiencies for an organization's future success.

He explores these divergent approaches, as well as strategies that have helped him and other CIOs thrive in this economy, during his keynote presentation at *SIMposium 09*, taking place November 8-10 in Seattle.

"Tony Scott is a leading innovator who brings a depth of experience. IT leaders will be able to take his seasoned advice and proven strategies to help drive success at their organizations," says Andrew Jackson, SIM VP for Conferences & Seminars and President of BravoTech. "It's more important than ever for executives to share candidly with one another and *SIMposium* provides the ideal platform to do so."

Other keynote speakers include:

- **Patrick Lencioni**, recently named one of the "10 new gurus you should know" by *FORTUNE* magazine and 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, REI
- **Eric Cowperthwaite**, Chief Information Security Officer, Providence Health & Services

SIMposium 09 is produced by SIM and the SIM Seattle Chapter and is designed for and by CIOs to enable peer-to-peer exchange on current business issues, industry best practices, and to further develop business alliances. The 2009 theme, *Fresh Ideas for Peak Performance*, shapes the two-and-a-half day practitioner-driven program.

The conference program also includes sessions by industry leaders concentrating on four focus areas: Emerging Trends, Responsible IT, Good to Great: Perk Up Your Business Aptitude, and Refining the CIO Agenda.

In addition to the outstanding educational program, IT leaders, including non-SIM members, benefit from networking events for leadership enhancement and an inspiring special events agenda. Complete event details are available at 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.