

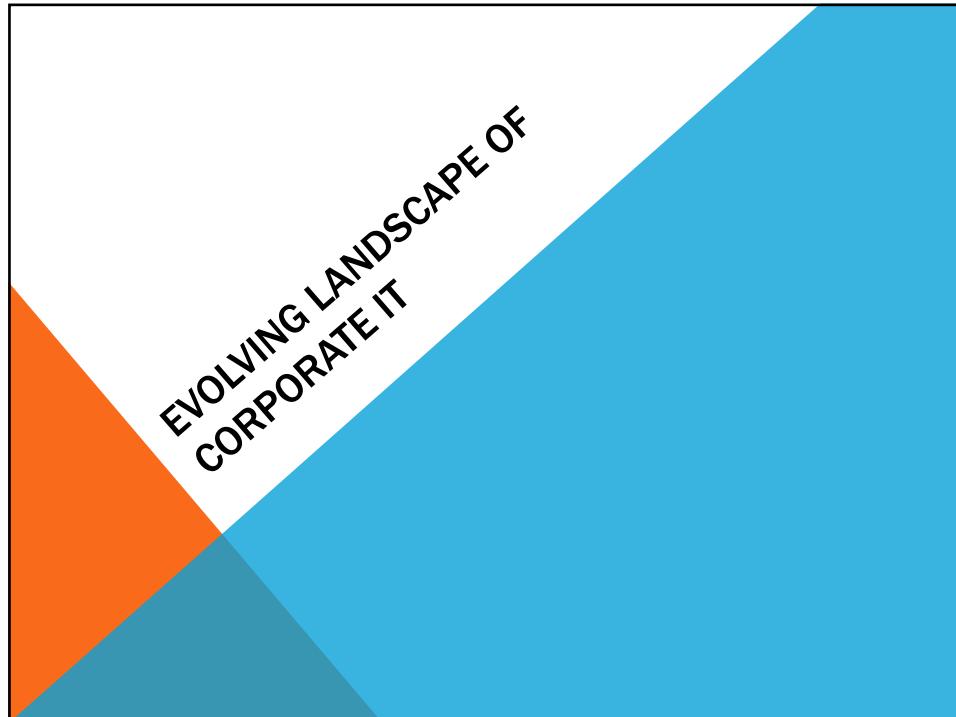


HOW RELEVANT ARE TODAY'S CIO'S?

- Do CIOs have a say in the board room when crucial business decisions are made?
- Constant flux in the corporate IT landscape
 - Frequent corporate re-organizations and mergers
 - Rapid change in technology
- Role of the CIO
 - Changing expectations and required skills
 - Communications/leadership traits
- Empowering new generation CIOs
 - How to stay ahead of it all?



EVOLVING LANDSCAPE OF
CORPORATE IT



THINGS WERE SIMPLER BACK THEN

- Focus on system development with long development cycles
- Installation and management of solutions and services
- Outsourcing: vendor management

Tougher IT challenges and rapid changes today

Adapt, Change, Innovate



NATURE OF BUSINESS IS CHANGING...

- Changing priorities, compliance needs
- More collaboration and shared services
- Reliance on behavioral science and data analytics

Under **changing management mindset**
and **inevitable resource limitations**.

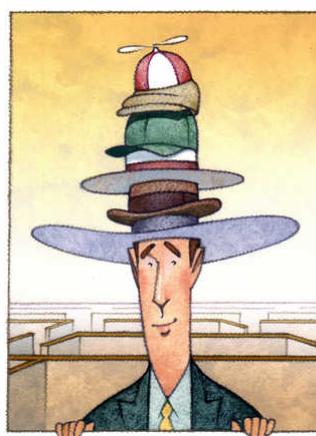


...REFLECTED IN THE CHANGE OF IT LANDSCAPE



THE MANY HATS THAT A CIO WEARS

- Strategist
- Implementer & problem-solver (operation)
- Agent for innovation
- Risk manager



- Data analyst
- Transformation leader
- Business Process “Re-engineer”
- Chief Privacy & Security Officer, too

THE ULTIMATE MULTI-TASKER?



SENSITIVE AREA - PRIVACY

British Airways – Know Me Programme

- Goal: Data optimisation for targeted marketing
- Equipping crew with iPads to access info of first-class travelers; ability to search Google images for specific customers
- The good: More personal touch and service for high profile travelers
- The bad: Invading privacy? Too intrusive?

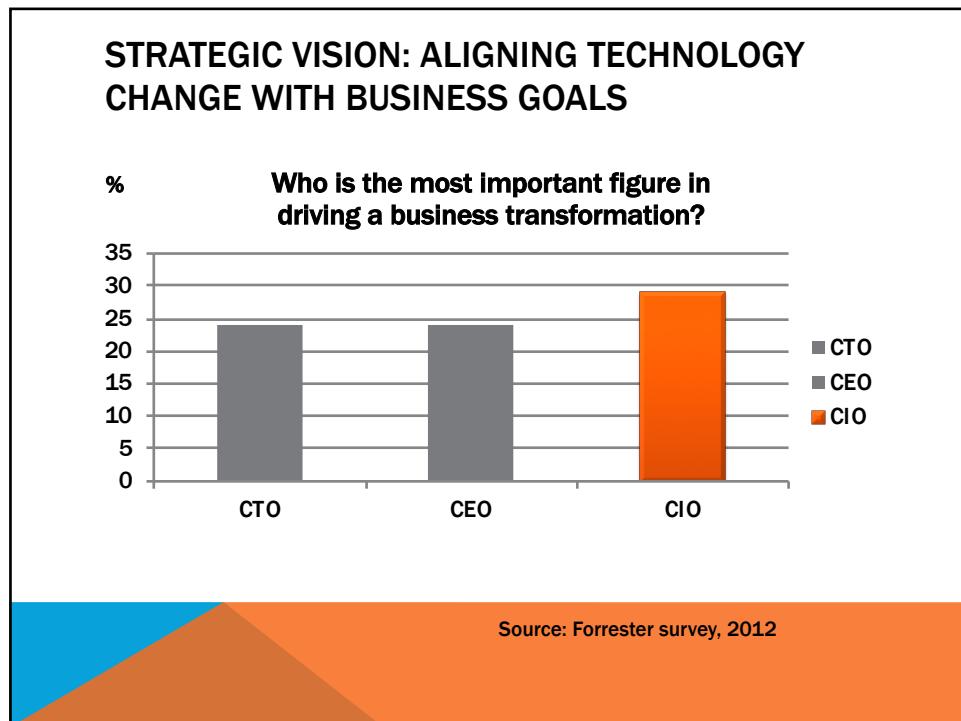


INFORMATION SECURITY AND COMPLIANCE

- Mobile device security
- Data storage privacy
- Cloud security
- Cyber-threats (Crime, Hacktivism, Espionage, War)
- Human factor (carelessness and risky behavior)



EXPECTATIONS
ON TODAY'S CIO'S



COLLABORATE AND COMMUNICATE AT ALL LEVELS



Influencing and engaging:

- Board of directors
- Fellow C-level executives
- Internal users and IT staff
- Vendors and partners
- Customers and end-users

INNOVATE: FINDING AND CREATING THE...



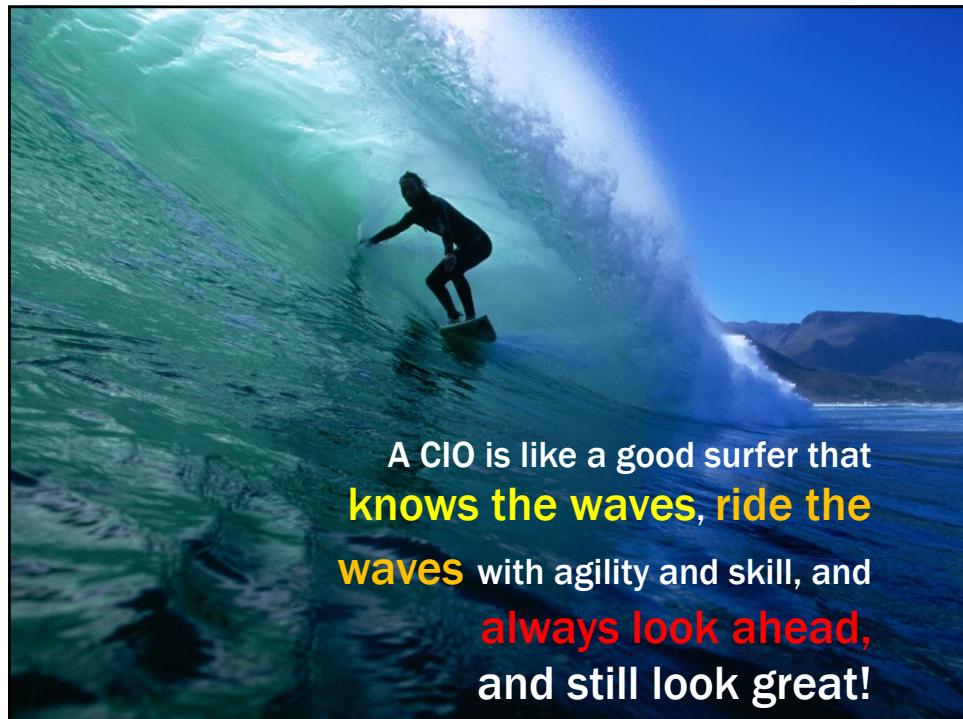
NEXT GEN CIO'S MUST

Know and talk business, not just tech

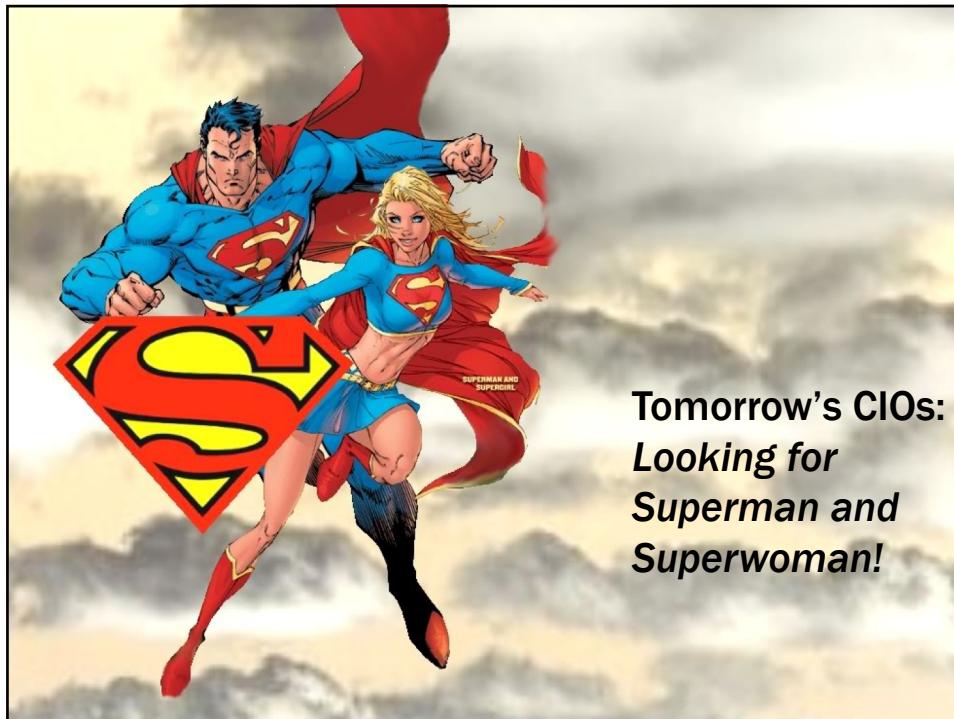
Influence your peers in Csuite and stakeholders

Accelerate innovation

Be ready to disagree and 'drive' business



A CIO is like a good surfer that
knows the waves, ride the waves with agility and skill, and
always look ahead,
and still look great!



Tomorrow's CIOs:
*Looking for
Superman and
Superwoman!*



THANK YOU!

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