IBM Chief Digital Officer, Bob Lord To Keynote At The Chief Digital Officer Summit In New York City
Monday, May 22, 2017 09:30:00 PM (GMT)

NEW YORK, May 22, 2017 /PRNewswire/ -- **CDO Summit –** IBM (NYSE: IBM) Chief Digital Officer, Bob Lord, will give the opening keynote at the Chief Digital Officer Summit in New York City at 9:00 a.m. EDT on Wednesday, May 24.

Lord will discuss the three keys for digital transformation, highlighting how companies can reinvent themselves and win in the digital world. He will discuss how the people, architecture and a winning mindset are necessities for any successful transformation.

What: Chief Digital Officer NYC Summit Opening Keynote

When: Wednesday, May 24 – 9:00-9:30 a.m. EDT

Where: Chief Digital Officer NYC Summit
TIAA Building
730 Third Avenue
New York, NY 10017
nyc.cdosummit.com

Who: Bob Lord, Chief Digital Officer at IBM

About IBM

For more information on IBM, visit: ibm.com/developer.

About the CDO Club
The CDO Club is the world's largest community of C-suite digital and data leaders. Its 5,000+ registered members receive access to breaking news, original research, career development support, and networking opportunities. For more information, visit: cdoclub.com.

About the CDO Summit
The CDO Summit addresses the challenges and opportunities arising from big data, the cloud, digital disruption, and social and mobile media. CDO Summit gatherings include the very best digital and data strategists and practitioners on Earth, speaking in intimate, collegial, and supportive environments designed to encourage networking, learning, and knowledge-sharing.

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