

BOSTON COLLEGE

TechDay 2003

Wednesday,
Oct. 29th, 2003
2:00 – 5:45 pm

2:00 – 3:30 pm

“Pioneers Through The Storm”

4:00 – 5:45 pm

“The Billion Dollar CIOs”



BOSTON COLLEGE
CARROLL SCHOOL OF MANAGEMENT

Sponsored by
The MBA Technology Club + Tech Council
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WELCOME REMARKS: Professor John Gallagher
PANEL INTRODUCTIONS: TechClub Leadership - Omer Sevil, Timothy Donnelly

PIONEERS THROUGH THE STORM

MODERATOR: **Dan Nova**, *Managing General Partner*
HIGHLAND CAPITAL PARTNERS. BC '78

PANELISTS: **Phil Schiller**, BC '82
SVP
WORLDWIDE PRODUCT MARKETING APPLE

Kathleen Richardson
Director of Marketing, Retail North America
STARBUCKS

James Baum
President and COO
ENDECA

Carl Rosendorf
CEO
SMARTBARGAINS

BILLION DOLLAR CIOs

MODERATOR: **Steven R. Burns**, *Partner*, BC '82
ACCENTURE

PANELISTS: **Peter Burrows**
SVP and CIO
REEBOK INTERNATIONAL, LTD.

Terry O'Conner
SVP and CIO
LIBERTY MUTUAL

John Doucette, BC '81
VP and CIO
UNITED TECHNOLOGIES CORPORATION

David Ellard
SVP and CIO
EMC CORPORATION

Bill Oates, BC '78
SVP and CIO
STARWOOD HOTELS & RESORTS

Dan Nova

Managing Partner

HIGHLAND CAPITAL PARTNERS

Dan is a Managing General Partner at Highland focusing on technology with specific experience and interest in emerging broadband, interactive television and media technologies. Dan currently serves on the boards of CMI Marketing, Coremetrics, GlobalStreams, Gotuit Media, N2 Broadband, Navic Networks, NuGenesis Technologies, Topica and Whole Body. His portfolio also includes Ask Jeeves (Nasdaq:ASKJ), Be Free (Nasdaq:BFRE), Digital Market (acquired by Agile Software), eToys (Nasdaq:ETYS), Gamesville (acquired by Lycos), MapQuest.com (acquired by AOL), New York Times Digital, NextCard (Nasdaq:NXCD), Quote.com (acquired by Lycos) Raindance Communications (Nasdaq:RNDC), RoweCom (Nasdaq:ROWE) and Terra Lycos (Nasdaq: TRLY).

BACKGROUND: Prior to joining Highland in 1996, Dan was a Partner at CMG@Ventures where he co-led the partnership's investment activities in early-stage Internet companies. While at CMG@Ventures, Dan co-founded Lycos, Inc. in June of 1995, and played an integral role from its inception to its IPO in April of 1996, and finally through its sale to Terra Networks in 2000. Other investments completed during his employment at CMG@Ventures include Black Sun Interactive, GeoCities, Ikonic Interactive, NetCarta, Parable and Telet Communications.

Prior to joining CMG@Ventures in January of 1995, Dan was a Senior Associate at Summit Partners focusing on later-stage technology and environmental investments. He also worked at Wang Laboratories from 1983 through 1989 in a variety of sales management and sales positions.

Mr. Nova received his B.S., Computer Science at Boston College and his MBA at Harvard Business School.

Philip W. Schiller

Senior Vice President of Worldwide Product Marketing

APPLE

Philip Schiller is Apple's senior vice president of Worldwide Product Marketing and reports to Apple's CEO. Schiller is a member of Apple's Executive Team and is responsible for the company's Product Marketing, Developer Relations, Education and Business marketing programs. Since rejoining Apple in April 1997 Schiller has helped the company return to its role as a technology innovator, delivering breakthrough products such as the iMac, the iBook, the Titanium PowerBook G4, the iPod, and Mac OS X.

Schiller has over eighteen years of marketing and management experience, including eleven years at Apple in various marketing management positions; as the Vice President of Product Marketing at Macromedia, Inc. of San Francisco, CA; as the Director of Product Marketing at FirePower Systems, Inc. of Menlo Park, CA; as an Information Technology Manager at Nolan, Norton & Company of Lexington, MA; and as a Programmer and Systems Analyst at Massachusetts General Hospital in Boston, MA.

Schiller graduated with a Bachelor of Science degree in Biology from Boston College in 1982. He also currently serves on the advisory boards of Apple's subsidiaries, FileMaker and PowerSchool.

Kathleen Richardson,

Director of Marketing, Retail North America

STARBUCKS

Kathleen Richardson joined Starbucks Coffee Company in June of 2003 as director of marketing for the Northeast Zone. She oversees an east coast territory that spans the states from Maine to North Carolina and as far west as the Michigan upper peninsula. Her 11 member team manages field marketing, product and community affairs.

Richardson has a wide range of experience in marketing, sales, general management and operations in retail foodservice, hospitality and advertising. Prior to Starbucks, Richardson was the group account director of Pepsi Food Service Division and Pepsi-Lipton Tea at Tracy Locke Partnership; a promotions marketing company with 33 field offices across the globe. Kathleen managed marketing strategy, brand equity, creative campaigns, and new product development for food channels including: Subway, Applebee's, Burger King, Pizzeria Uno and in the entertainment industry including: Six Flags, Hard Rock Café, American Ski Company and the PGA. As Vice President and General Manager of the Integer Group from 1996 to 2001, she managed the marketing efforts for 430 franchise and company-owned McDonald's restaurants. She also owned and operated a European-style bread bakery business serving fine coffees, teas and gourmet foods.

Richardson holds a Bachelor of Arts degree in Political Science and Mass Communication from Virginia Commonwealth University. She has maintained professional membership in the Women's Foodservice Forum, the Multicultural Foodservice & Hospitality Alliance, The National Restaurant Association, International Foodservice Editorial Council and the Promotions Marketing Association.

James Baum,

President and Chief Operating Officer,

ENDECA *[advanced search]*

Since joining Endeca in 2001, Jim Baum has contributed to the company's rapid growth from start-up to leading provider of innovative information access and delivery software solutions featuring Endeca Search(tm) and Guided NavigationSM to the Global 2000. During his tenure, Endeca has been recognized as the strategy leader in enterprise search by Forrester Research and the company has been honored with numerous awards including Technologic Partners' Investor's Choice Award as a company most likely to succeed, KM World's Top 100 Companies that Matter Most in Knowledge Management and the EContent 100 for Companies that Matter Most in the Digital Content Industry. Endeca's search and navigation technology has also been recognized as "Best Infrastructure Software" and has attracted leading business customers including Putnam Investments, Cabot Chemical, MFS, Harvard Business School, Quick & Reilly, Barnes & Noble, Old Mutual, Arrow Electronics, and Wall Street Source. Baum also sits on the Board of Directors of OpenRatings and Proficiency Software. Before Endeca, Baum served as EVP and GM of PTC's Windchill business unit where he was responsible for all aspects of the business including, product strategy, product development, marketing, operations and services.

Carl Rosendorf,

President and Chief Executive Officer

SMART BARGAINS, INC.

Carl Rosendorf, president and chief executive officer of SmartBargains, Inc., has more than 25 years of retail and e-commerce experience. As Chief Bargaineer since June 2001, Carl's commit-

ment to customer service and passion for providing the best consumer value online have fueled SmartBargains' spectacular growth.

Before joining SmartBargains, Carl was executive vice president at Barnes & Noble.com. During his tenure with the company, he conceptualized and executed the marketing strategy that transformed Barnes & Noble into the leading multi-channel retailer. Prior to working for Barnes & Noble.com, Carl was executive vice president of Barnes & Noble College Bookstores, directing a chain of more than 300 college and university bookstores.

Carl holds a Bachelor of Science degree from the School of Government at American University in Washington, D.C. He also co-founded the first-ever "Internet Café," Cybersmith, in Cambridge, Massachusetts in 1994.

Steve R. Burns,

Partner

ACCENTURE

Steven R. Burns is a Partner at Accenture, a global management consulting, technology services and outsourcing company where he has been employed in its New York Metro office for 21 years. He holds Managing Partner responsibilities for Accenture's Health Services Practice in the eastern United States, and personally serves health insurance and managed care clients on matters related to product design, business operations and technology. Steve is a member of both Accenture's Global Leadership Council and Health & Life Sciences Practice Leadership Team which are responsible for setting corporate priorities, investment strategies and business direction.

Steve graduated from Boston College in 1982. He holds a Bachelor of Science degree in Management with a double concentration in Computer Science and Finance. Upon graduation, Steve was honored with the John P. Reardon Award granted to the student in the graduating class who most contributed to the betterment of the School of Management. Steve remains an active alumnus of Boston College as a member of both the Technology Advisory Council and the Finance Advisory Board.

Steve and his wife Kerry ('82) live in Maplewood, NJ with their three children named Raymond (16), Lizzie (11) and Teddy (7). Among other interests, Steve is on the Board of Trustees at his church and on the Board of Directors and an active volunteer for Habitat for Humanity's Newark, NJ affiliate.

Peter Burrows

Senior Vice President and Chief Information Officer

REEBOK INTERNATIONAL, LTD.

As the CIO at Reebok, Peter provides a shared MIS service for each of Reebok's multiple brands: Reebok International LTD., the Rockport Company, the Greg Norman Collection, Ralph Lauren Footwear, and OnField Licensed Apparel.

Peter created and led a Consortium of Footwear and Apparel Companies and Consultants to develop with SAP AG a version of their software suitable for the Footwear and Apparel Industry. (SAP - AFS released 04-28-98). Reebok International was the first company in the world to "Go Live" on this product in August of 1998. SAP is now the cornerstone of a 21st Century supply chain management system, allowing Reebok to reinvent business processes, shorten lead times, and greatly improve company efficiency. SAP-AFS has become a defacto industry standard, being

adopted by many of Reebok's direct competitors. In addition, Reebok was the first company in the United States to implement SAP Retail supporting more than 200 company-owned retail stores.

Peter was selected as one of Computerworld's Premier 100 Technology Innovators for the year 2000 and was awarded the Babson College Center for Information Management Studies (CIMS) IT Achievement Award in 2001. In addition, Reebok was a recipient of the 1998 and 2000 Computerworld/Smithsonian Innovation Award. Profiles about Reebok's information technology success have appeared in numerous industry publications, including *PC Week*, *Computerworld*, *CIO Magazine*, *Retail Technology*, *Information Week*, *Forbes ASAP* and *The Wall Street Journal*.

Peter received a bachelor's degree in management from Northeastern University. He served as a member of the board of directors of i-Mediation, based in Paris, France, and is a member of Private Sector Council, based in Washington, DC. He is also a member of the National Retail Federation CIO Council, a board member for the Association of Retail Technology Standards (ARTS) and Unified POS Committee. Peter is currently serving on the Curriculum Advisory Council for Babson College.

Terry L. Conner

Senior Vice President and Chief Information Officer

LIBERTY MUTUAL GROUP

Career Summary: Terry is Senior Vice President and Chief Information Officer for the Liberty Mutual Group, a diversified financial services organization with corporate headquarters in Boston, Massachusetts. In that position, he has responsibility for information technology services for the Liberty Mutual companies, with 900 offices and 37,000 employees worldwide. Terry's Information Services organization, based in Portsmouth, New Hampshire, employs approximately 1500 information technology professionals in multiple locations.

Prior to joining Liberty Mutual in 1994, Terry spent 21 years with EDS in Dallas, where he was a Division Vice President and provided services to a number of customers in both Health Care and Worker's Compensation related business. Terry has also worked in a variety of other industries including Retailing and Manufacturing. His past roles include support for such companies as Federated Department Stores, Nationwide Insurance, a number of Blue Cross / Blue Shield organizations, and General Motors.

John J. Doucette

Vice President and Chief Information Officer

UNITED TECHNOLOGIES CORPORATION

John Doucette was elected vice president, e-business and chief information officer of United Technologies Corporation (UTC) in November, 2000. He is responsible for corporate wide leadership in the development of e-business strategies and information technology.

Mr. Doucette was previously the chief information officer at UTC's Otis division. He joined Otis in 1998.

Before joining UTC, Mr. Doucette spent 18 years at General Electric working in six different business units including Aircraft Engines, Power Generations, Plastics and Lighting.

Mr. Doucette received his bachelor's degree Magna Cum Laude from Boston College in 1981.

David Ellard

Senior Vice President and Chief Information Officer

EMC CORPORATION

Dave Ellard is EMC Corporation's Senior Vice President and Chief Information Officer. Ellard lead's EMC's efforts to manage, protect, and share information more efficiently and cost effectively, and achieve competitive advantage through the use of information.

Ellard is responsible for EMC's worldwide information systems (IS) infrastructure, including systems development, operations, telecommunications, IS procurement, enterprise storage and facility requirements.

Under Dave's leadership, EMC has consolidated its global IT function, implemented a portfolio management process to align IT and business processes, and completed a global single instance ERP system. Dave is a noted speaker in the IT industry on topics ranging from IT Governance to Business Continuity.

Prior to joining EMC, Ellard was Vice President and CIO at Boston Scientific Corporation, where he was responsible for integrating the IT operations of 15 acquired companies into Boston Scientific's overall IT architecture - creating a single interface for customers and improved communication processes across the organization.

Ellard received a BSBA from Stonehill College and holds an MBA from New Hampshire College Graduate School.

Bill Oates

Senior Vice President and Chief Information Officer

STARWOOD HOTELS & RESORTS

Bill Oates is the Senior Vice President and Chief Information Officer of Starwood Hotels and Resorts Worldwide, Inc. Mr. Oates oversees Starwood's global technology organization and systems for its portfolio of hotels including: St. Regis, The Luxury Collection, Sheraton, Westin, Four Points and W brands with more than 725 hotels in 80 countries.

Mr. Oates has 20 years of experience as an information technology professional and re-joins Starwood from tcmGlobal Services, LLC, a technology consulting and management practice which focuses on the travel/hospitality industry, where he served as Founder and Principal Partner. Prior to founding tcmGlobal, Mr. Oates spent 18 years with ITT Sheraton where he progressed through a variety of information technology posts. From 1998 through 1999, Mr. Oates was Vice President, Technology Resources for Starwood and was responsible for the company's corporate technology including communications technology, central system/network computing, systems management/operations and end user support.

Active in industry affairs, Mr. Oates is a past Chairman of the AH&MA Technology and Telecommunications Committees. In 1996, Mr. Oates was the industry's youngest inductee to the HFTP (Hospitality Finance and Technology Professionals) "International Technology Hall of Fame" for his vision and contribution to the application of hospitality technology. A graduate of Boston College and Suffolk University Law School, Mr. Oates is a member of the Massachusetts Bar.

NOTES



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