

The Strategic CIO HOW CIOs PROVIDE TRANSFORMATIONAL LEADERSHIP IN THE DIGITAL AGE



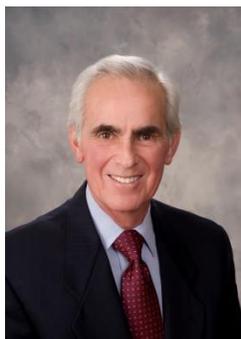
A webinar jointly sponsored by the SIM Capital Area Chapter and the SIM Advanced Practices Council

Join us for an informative session presented by **Phil Weinzimer** as he discusses the concepts of his latest book. Moderated by the Director, Advanced Practices Council, **Madeline Weiss**, Phil will discuss why the competitive landscape is changing and companies expect their CIOs to play an important strategic role in leveraging information and technology for competitive advantage. Based on over 150 interviews, Phil will describe how leading CIOs have successfully transformed their organizations to create new markets and services while enhancing their agility in the rapidly-changing marketplace. Phil will share CIO practices for delivering business services well, understanding the business deeply, improving margin, and leveraging technologies to innovate value. Phil will also share two assessments that will be made available to attendees to measure the strategic maturity of a strategic IT organization and strategic competencies of IT personnel using a set of best practices captured from strategic CIOs.

When: Tuesday, January 12, 2016
Time: 12:00 pm ET – 1:00 pm ET
Fee: None
To Register: <http://www.eventbrite.com/e/the-strategic-cio-tickets-20128270198>

To Attend:

1. Click the following link: <http://sim.adobeconnect.com/apc/>
2. Select "Enter as Guest" and then enter your full name and company in the fields
3. Select call-in as your audio preference: **1-855-747-8824**. Participant Code: **313919**



Phil Weinzimer is president of Strategere Consulting and works with clients to develop business and IT strategies that focus on achieving successful business outcomes. He has written two books. The most recent, *The Strategic CIO: Changing The Dynamics of the Business Enterprise*, focuses on how strategic CIOs leverage information and technology for competitive advantage. His previous book, *Getting it Right: Creating Customer Value for Market Leadership* focuses on transforming an organization using a 3P strategy: prepare personnel to work together as a team, perceive customer needs, and provide new products and services that create sustainable and profitable value. Additionally, Phil writes articles on strategic IT for CIO magazine on "Transforming IT for Business Success", co-authored a Harvard Case Study, and conducts a video interview series for Sarder TV, IT Strategic Thought Leaders, and for *Accelerating IT Success*, *The Strategic CIO: Managing in the 21st Century*. He also speaks regularly at CIO events on IT strategy.



SIM's Advanced Practices Council (APC) is an exclusive membership program for senior IT executives that provides a trusted network of executive peers combined with customized research on member-chosen topics by the best researchers worldwide.