

## 2009-9-24 Los Angeles CIO Panel Forum & Luncheon

Thursday, September 24, 2009 from 9:30 AM - 12:55 PM (PT)

Los Angeles, CA



### Event Details

#### TechExecs Los Angeles CIO Panel Forum & Luncheon Thursday, September 24, 2009 9:45am - 12:55pm

### "Demystifying Cloud Computing"

#### TechExecs Los Angeles Chapter I CIO Invitational Forum

Computing Architecture is top of mind for all IT executives, but what does it mean? Join Los Angeles CIOs and IT executives for a panel session where we will break down the tech language and distinguish real business benefits of Cloud Computing. Although the term is being used by multiple manufacturers that align product solutions, many times there is a failure to address the benefits and clarify the message for technical AND non-technical executives in or outside of IT.

During this interactive discussion, the tech exec panel will "demystify" Cloud Computing by reviewing the language and terms, defining the practical application and savings. Upon conclusion, you'll be able to have a coherent discussion with other members of management and IT teams exploring the potential of Cloud Computing services appropriate for your business.

You'll be able to address the following topics:

- How, why and when Cloud Computing can benefit business
- What the basic definition and architecture is for Cloud Computing services, both Internal and External to an organization
- Current Cloud offerings and challenges - what the types of services are and the concerns to watch for including service levels, privacy, compliance, data ownership and data mobility
- "Into the Cloud" or how to prepare your environment to leverage Cloud Services creating an internal, external and/or hybrid "Infrastructure as a Service"

TechExecs is an open organization and a true network of Senior IT Executives across all regions of the United States. Our open environment encourages awareness, peer recognition, relationship building, strategic thinking and idea contributions to help shape the success of our peers in the community.

#### Venue & Lunch Sponsor

### CoreSite

#### CoreSite Wilshire Annex Data Center (Post Office Building)

Historic Lobby - 1st Floor  
900 North Alameda Street  
Los Angeles, CA 90012

Free Parking available at parking lot off of Bauchet Street (side street)

[Map](#)

### AGENDA

#### 9:30am Check-in

Table Showcase & Executives Networking

#### 10:45am Welcome

Inspire Me Program & TechExecs College Chapters Update  
Sponsor Recognition & Program Introduction

**Erik Salazar, Vice President, CoreSite**, TechExecs Los Angeles Chapter Vice Chair  
**Jerry Schuman, CEO & CTO Personnas**, TechExecs Los Angeles Chapter Chair

#### 11:00am

FEATURE PRESENTATION

#### 11:30am

SPECIAL RECOGNITION: DISPLAY TABLE SPONSORS  
BOX LUNCH, TABLE SHOWCASE & NETWORKING

#### 12:15pm

FEATURE PRESENTATION

"Keys to Managing Explosive Data Growth"  
**John Morabito, Systems Engineer, Sybase**

#### 12:30pm

CIO & Thought-Leadership Panel  
"Demystifying Cloud Computing"

### When

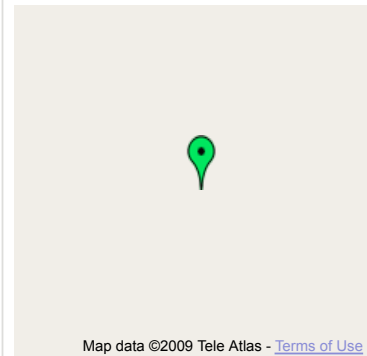
Thursday, September 24, 2009 from 9:30 AM - 12:55 PM (PT)

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### Where

#### CoreSite Wilshire Annex Data Center

900 North Alameda Street  
Los Angeles, CA 90012



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#### Other Maps:

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### Hosted By

#### Los Angeles TechExecs Network

Founded in 2000, TechExecs™ ([www.TechExecs.Net](http://www.TechExecs.Net)) is a national network of Senior IT Executives with over 370,000 contacts throughout the United States of America. The purpose of the TechExecs Network is to focus on promoting regional Technology Community, featuring "Best of Breed" Resources available to key decision makers, Promote Networking and partnership among technology and industry executives both online and in-person, and ultimately serving as the dominant Connection for industry IT Executives and IT Solution Executives. The TechExecs™ Network is the national extension of Techxans™.

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**Jerry Schuman, CTO, Personnas, TechExecs Chapter Chair - MODERATOR**  
**Alex Godelman, VP Technology, Gorilla Nation**  
**Veronica Caban, Director NA Server Operations, Universal Music Group**  
**Phil Dixon, VP of Engineering, Shopzilla**

**1:30pm**  
 Closing, Recognition & Thanking Our Speakers  
 POST-EVENT TABLE SHOWCASE, NETWORKING & DATA CENTER TOUR

**Come Network, Learn & Share with your Peers!**  
**RSVP: <http://www.techexecs.net/losangeles.htm>**

**Thank You to Our Sponsors**



**Limited Table Top Display Opportunities Available.**  
**Please Contact Pam Terry, Sponsorship Chair, for additional information. ([pam@techexecs.net](mailto:pam@techexecs.net) | 832-276-4153)**

NOTE: This event is free to Industry IT Executives and Professionals and current TechExecs Sponsors and Paid Members. Sales, Marketing, Recruiting and Consulting Professionals who are not current members or sponsors must purchase a ticket for admission. \*Attendees List will be provided at the event.

**CIO PANELISTS & FEATURED PRESENTERS:**



(CIO PANELIST)  
 Phil Dixon  
 VP of Engineering  
 Shopzilla

(PANELIST)  
 Veronica Caban  
 Director NA  
 Server Operations  
 Universal Music Group



(CIO PANELIST)  
 Alex Godelman  
 VP of IT  
 Gorilla Nation



(FEATURED PRESENTER)  
 John Morabito  
 Systems Engineer  
 Sybase

(FEATURED PRESENTER)  
 To Be Announced



(WELCOME)  
 Jerry Schuman  
 CIO Chair  
 TechExecs Los Angeles  
 Chapter  
 Founder & CTO  
 Personnas



(VENUE WELCOME)  
 Erik Salazar  
 Vice Chair  
 TechExecs Los Angeles  
 Chapter  
 Vice President  
 CoreSite

Matt Jones  
 Co-Vice Chair  
 TechExecs Los  
 Angeles Chapter  
 Regional Dir.  
 iLand



Pam Terry  
 Sponsorship Chair  
 TechExecs Network



Anthony Huang,  
 Founder & CEO  
 TechExecs Network

## **PANEL & SPEAKER BACKGROUND:**

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### **PANELIST**

**Sathish Gajaraju**  
**CTO, Bartronics America**

Sathish Gajaraju is chief technical officer of Bartronics America Inc. He brings to this role a unique blend of program management, technology, and business leadership experience. Mr. Gajaraju is an accomplished, results-driven executive with more than seventeen years of information technology experience, including five years in program management and ten years in consulting, design, development, and implementation of SAP R/3 and field worker information solutions on Windows Mobile platforms. Mr. Gajaraju has more than five years of program and project management experience, assisting in contract negotiation, creating statements of work (SOWs), and delivering on all contractual obligations. He recently rolled out a 325-car automated field-reporting solution with real-time integration to court and record management systems for the Manatee County Sheriff's Office and the Volusia County Sheriff's Office in Florida, and a two-year offshore-onsite TIBCO and Microsoft portal initiative for Quiksilver in Huntington Beach, California. Mr. Gajaraju joined Bartronics America in 2008 to oversee development of RFID solutions for Leisure and Entertainment vertical. Before joining Bartronics, Mr. Gajaraju served as CTO and vice president at Infokall Inc. from 2000 to 2008. While there, he built an EAI Center of Excellence to deliver SeeBeyond and TIBCO architectures for clients in the United States, India, and Malaysia. He managed strategic partnerships with Motorola, TIBCO, Sun, CompuDyne, IBM, Microsoft, Avnet, and Dell for enterprise application integration (EAI) and mobile solutions. Mr. Gajaraju is an active member of the Orange County Chapter of the Information Systems Audit and Control Association (ISACA).

### **PANELIST**

**Veronica Caban**  
**Director NA**  
**Server Operations**  
**Universal Music Group**

### **PANELIST**

**Alex Godelman**  
**VP/Technology**  
**Gorilla Nation**

Alex provides nearly 20 years of senior management experience in ecommerce, commercial software development, and online media and entertainment. He has a proven track record in formulating and executing technology and service delivery plans for rapidly growing internet brands and other high tech companies. Most recently, he was a part of the senior management team at Shopzilla, the world leader in comparison shopping search; CIO at Diskeeper Corporation, a leading software manufacturer; Executive Director of Technology for the B3 division of Time Warner responsible for numerous TW and WEA music labels; Senior Director of IS&T for the Maxis division of Electronic Arts, makers of Sims Online. Prior to these, he also served as CIO of Otis College and Director of Technology for WoltersKluwers, responsible for delivery of their two largest online brands, GlobalFx and CompleteTax. Alex is very active in ITIL, Agile and web communities and serves on the board of advisors of several technology companies. He is a Certified Scrum Master and holds a graduate degree in Computer Science and Applied Mathematics from Universitatea de Stat din Moldova.

### **MODERATOR**

**Jerry Schuman**  
**CTO, Perssonas**

Jerry Schuman began his 25-year career as a senior information consultant to Hughes Aircraft. In 1993 he founded Flashpoint Systems - a leader in Internet and intranet application development-and served as chief technology officer. At VERSIFI as chief technology officer, Schuman directed product research and development of VERSIFI's award winning content management system. Gartner Group called VERSIFI, 'the most visionary CMS product in the world'. VERSIFI was sold in late 2000 for 48M.

Jerry has been a leading authority for the past two decades in the development of Internet-based enterprise business applications. He's held CIO/CTO or executive consulting positions for companies like Canon Computer Systems, Inc., Time-Warner/HBO/E! Entertainment, Silicon Graphics, Sun Microsystems, Apple Computer.

In 2008, Jerry co-founded Perssonas, Inc. to bring social media and social network products to brands, enterprise customers and content producers in the form of lifestreams.

**Erik Salazar**  
**Vice President of Sales, CRG West**  
**Vice Chair, TechExecs Los Angeles Chapter**

Erik Salazar is Vice President of Sales for Coresite's Southern California region and is based out of Los Angeles, California. Mr. Salazar has been with Coresite since 2004.

Mr. Salazar brings several years of experience collaborating with large enterprise and technology firms, with regards to IT infrastructure and Capacity planning, in the U.S., Europe and Asia. Prior to his role in Sales, Mr. Salazar was a Financial Analyst reporting to Principals and Managing Directors of The Carlyle Group's U.S. Real Estate division. Prior thereto he worked as a Network and Systems Administrator for the University of Southern California's School of Engineering.

Mr. Salazar received his Bachelor of Science in Business Administration and Global Management from the University of Southern California.

**Anthony Huang**  
**Founder**  
**TechExecs Network**

As a well known industry icon, Anthony Huang has been a successful entrepreneur with a solid track record of

having started and sold four profitable business ventures. Along with two other individuals, Pamela Terry and Laura Ramey, Anthony Huang launched the Techxans organization back in 2000. Techxans.org has sustained the ups and downs of the Information Technology industry for the past 7 years and continues to strive and grow in size and capabilities. In 2001, Techxans reached national and international attention for helping to launch EnronX.org which was the largest Ex-Enron contact site and was mentioned on the front page of The Wall Street Journal and CIO Magazine. In January 2007, Techxans formed Techxans InterActive Broadcast providing Internet TV broadcasting, strategic online advisory services for Techxans Corporate Members & Sponsoring companies. Prior to Techxans, Anthony Huang was the CEO of Rexton InterActive Consulting that led the market in providing strategic web consulting for over 100 major clients across 23 different industries. Anthony also served as the CIO for 2 healthcare ventures. Anthony began his career with Apple Computers and Ernst & Young and was a recipient of the Entrepreneur of the Year Award in 1998 with The Greater Houston Partnership. He has been a speaker at numerous conferences including InformationWeek, Gartner Group Midsize Enterprise Summit, and Red Herring Venture Forums. Anthony graduated from the University of Texas at Austin with a BBA in Management Information Systems and lives in Sugar Land with his wife and two children.

**Pam Terry**  
**Sponsorship Chair**  
**TechExecs Network**  
[pam@techexecs.net](mailto:pam@techexecs.net)  
866.497.4070

Pam Terry began her foray into technology in 1994 and has a proven track record in sales and marketing in data, voice, collocation, IT consulting, application development, ecommerce, and technology training. She was most recently an Account Executive with Time Warner Telecom, a Major Accounts Consultant in the Business Division of Time Warner Cable and VP of Marketing for ERGOS Technology. During her tenure in the industry, Pam had the pleasure of co-founding Techxans with Tony and even created the "Techxans" name. Prior to Pam's technology industry experience, Pam was Executive Director of the Galleria Chamber of Commerce and previously provided marketing consulting in the accounting firm industry. Throughout her career, Pam has been involved in community and trade organizations, having obtained Accreditation in Public Relations from the Public Relations Society of America, and serving on the boards of several charitable and membership groups such as the American Organ Transplant Association and the Association of IT Professionals. Pam is currently serving as Regional Director of Powerful Women International, a women's empowerment membership group. Pam brings a wealth of knowledge and expertise in association management and technology to her role as Executive Director of Techxans and Tech Execs. Originally from Brownsville, Texas, Pam has been in Houston since 1971.

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**About TechExecs™ :: Senior IT Executives Network™**  
Founded in 2000, TechExecs™ ([www.TechExecs.Net](http://www.TechExecs.Net)) is a national network of Senior IT Executives with over 370,000 contacts throughout the United States of America. The purpose of the TechExecs Network is to focus on promoting regional Technology Community, featuring "Best of Breed" Resources available to key decision makers, Promote Networking and partnership amongst technology and industry executives both online and in-person, and ultimately serving as the dominant Connection for industry buyers and suppliers. The TechExecs™ Network is the national extension of Techxans™.

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