



2010 Southland Technology Conference

We've Done With Less, Learn What's Next!

OCT 29TH & 30TH, 2010 AT THE LONG BEACH HILTON

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A CIO Perspective: From My Desk to Yours

Rich Hoffman
 Sr. VP and CIO
 Avery Dennison
 Corporation



Event Sponsors



SPEAKERS



SoTeC has built a reputation over the past eleven years for providing an environment for knowledgeable and interesting speakers to share their ideas and experience. The SoTeC 2010 Speaker Committee is dedicated to finding speakers who can cover a variety of technical, personal and leadership topics in an interactive and entertaining manner. Below you will find more information on the speakers and topics already confirmed for SoTeC 2010. Check back often as the speaker slate continues to grow!

Keynote Speakers

- Rich Hoffman, Sr VP & CIO, Avery Dennison Corporation
- Peter Coffee, Director Platform Research, Salesforce.com
- Susan Cramm, President of Valuedance

Speakers/Panelists

- Alex Godelman, CTO, Gorilla Nation Media, an Evolve Media Company.
- Ann Marie Griffin, DIRECTV
- Betty LaMarr, President of Nadisa Associates
- Boban Dragojlovic, VP Computer Services, Crystal Cruises
- Christophe Louvinon, CTO, CityGrid Media
- Cindy McKenzie, SVP Enterprise Application Services, Fox Entertainment
- Deb Boelkes, President and CEO of Business Women Rising
- Don Olender, EVP & CIO, Well Fargo Capital Finance
- Ekkie Tepsupomchai, Sr Enterprise Architect, Parsons Corporation
- Galen Gruman, Executive Editor, Info World
- Janice Riblet, Director of IT Audit Services, Southern California Edison
- Joe Visconti, CIO, Parsons
- John Petrone, CTO, Digital Performance Inc.
- Ken Graves, Programming Manager, Rapattoni Corporation
- Mark Layton, Founder of Platinum Edge, and known as Mr. AgileSM.
- Paul Hart, UCLA
- Sean Buck, Sr. Manager, AVP, Capital Group Companies, Inc.
- Shawna Okizaki, Product Owner, LA Times/Tribune Company
- Susan Nakashima, GM IT&BI Business Ops Center, Southern California Edison

Panel Discussions

Past year's attendees rave about the learning opportunities provided by SoTeC's interactive Panel Discussions! The SoTeC Speaker Committee is proud to present two exciting and relevant Panel Discussions as part of the SoTeC 2010 program. All Panel Discussions will be moderated and provide an opportunity for conference attendees not only to hear from the panelists, but also to interact with both the panelists and their fellow attendees to maximize the sharing of information and experience.

This years Panel Topics:

- [Trends in Health Care](#)
- [Doing More with Less: Getting things accomplished as a mid-sized IT department](#)
- [Project Management in the 21st Century: Agile, Scrum, Waterfall - Insights into managing leading-edge projects](#)

SPEAKER BIOS



Alex Godelman
 Chief Technology Officer, Gorilla Nation Media, an Evolve Media Company.

Panelist: Doing More With Less

PROFILE: 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 plans for rapidly growing internet and 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 CompleTax. Alex is very active in Open Source, Agile and Internet communities, serves on the board of advisors of several technology companies and has recently been awarded the 2010 CIO Rock Star Award from Los Angeles chapter of TechExecs. Alex is certified in Lean and Scrum and holds a graduate degree in Computer Science and Applied Mathematics from Universitatea de Stat din Moldova.