



The Role of Technology in Today's Marketplace: Leading Technology Executives on Adapting to Changing Business Needs, Harnessing Innovation, and Increasing Organizational Efficiency (Inside the Minds)

Multiple Authors

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The Role of Technology in Today's Marketplace provides an authoritative, insider's perspective on the evolving relationship between technology and the business. Featuring executives from some of the top companies in the nation, these experts discuss ways that IT can streamline processes, eliminate inefficiencies, and build cross-functional relationships that facilitate collaboration and drive business success. The authors reflect on their changing responsibilities and define the comprehensive role technology plays in improving operational reliability, promoting sustainability, and enabling transformative change. Emphasizing that IT is no longer merely a back-office function, these executives also discuss best practices for growing market share, leveraging innovative solutions, improving competitive standing, and balancing internal needs with customer-facing solutions. Readers will benefit from discussions on the growing demand for mobility in the workforce, the effect of technology commoditization on the IT department, and the rapidly increasing rate of change. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the leading technology minds of today, as these top executives offer up their thoughts around IT's ever-evolving role as an enabler and differentiator in today's corporate landscape.

Inside the Minds provides readers with proven business and legal intelligence from leading C-Level executives and lawyers. Each chapter offers thought leadership and expert analysis on an industry, profession, or topic, providing a future-oriented perspective and proven strategies for success. Each author has been selected based on their experience and C-Level standing within the business and legal communities.

Chapters Include:

1. Tom Miller, Chief Information Officer, Coca-Cola Refreshments - "Using Technology to Streamline Work, Increase Employee Satisfaction, and Win the Customer"
2. Stewart H. McCutcheon, Chief Information and Productivity Officer, Nalco Company - "Technology Solutions for a Sustainable Future"
3. Maura Hart, Chief Information Officer and Group Vice President, Information Technology, Winn-Dixie Stores - "Agent of Change: The Role of IT in a Technology-Driven Business Environment"
4. Dana Moore, Senior Vice President and Chief Information Officer, Centura Health - "How the Innovative Application of Technology Creates Safer Health Care"
5. Robert H. White Jr., Vice President and Chief Information Officer, Ashley Furniture Industries Inc. - "Leveraging Technological Capabilities to Effectuate Real-Time Collaboration"
6. Rick Arthur, Senior Vice President and Chief Information Officer, The Brickman Group - "Transforming the Technology Function and Creating a World-Class IT Department"
7. Walter Oswald, Corporate Vice President and Chief Information Officer, Motorola Mobility Inc. - "Innovate. Simplify. Rationalize. How the Cloud, Collaborative Tools, and Secure Mobile Technology Enhance the Business"
8. Mike Wilkinson, PhD, Executive Vice President and Chief Information Officer, PPD Inc. - "Information

Technology Can Be a Strategic Asset"

9. Anne R. Ayer, Vice President, Corporate Development and Chief Information Officer, Sappi Fine Paper North America - "Leveraging IT to Create Innovative Solutions and Become Brilliant at the Basics"

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