

CONTENTS

| | |
|--|----|
| Arthur C. Peters <i>VP, Information Technology, ACT</i> <i>CULTIVATING PERSONAL RELATIONSHIPS</i> <i>TO OPEN THE LINES OF COMMUNICATION</i> | 7 |
| David Steinour <i>CIO, Furman University</i> <i>STRATEGIES FOR MAXIMIZING IMPACT</i> | 15 |
| O'Neal Smitherman, Ph.D. <i>EVP, HudsonAlpha Institute for Biotechnology</i> <i>POSITIONING IT AS A FULLY INTEGRATED</i> <i>ENTITY WITHIN THE ORGANIZATION</i> | 27 |
| Richard P. Tracy <i>CTO, Telos Corporation</i> <i>APPROACHING TECHNOLOGY FROM A BUSINESS</i> <i>PERSPECTIVE TO GAIN GROUP SUPPORT</i> | 35 |
| Stephen Sek <i>CTO, Axesstel Inc.</i> <i>FOSTERING INNOVATION THROUGH OPEN</i> <i>COMMUNICATION</i> | 43 |
| Gregory S. Smith <i>VP and CIO, World Wildlife Fund (WWF)</i> <i>BUILDING TRUST TO EARN RESPECT AND LOYALTY</i> <i>AS A NEW CIO</i> | 51 |
| Brian Shield <i>EVP and CIO, The Weather Channel</i> <i>IT LEADERSHIP BEST PRACTICES FROM A</i> <i>TECHNOLOGY VETERAN</i> | 63 |

| | |
|--|------------|
| Mike Bixenman, DBA CTO, Kyzen Corporation <i>BECOMING A THOUGHT LEADER AND STIMULATING PROGRESS</i> | 79 |
| Ori Artman CTO, Teltone Corporation <i>TAKING ADVANTAGE OF THE FIRST- YEAR EXECUTIVE STATUS TO RESEARCH, REMEDY, AND MAKE POSITIVE CHANGES</i> | 93 |
| Andy Bass VP, Technology, LeanLogistics <i>BALANCING A TECHNOLOGY BACKGROUND WITH BUSINESS ACUMEN TO DRIVE VALUE</i> | 101 |
| Boyd Badten Director, Technical Service, PrintingForLess.com <i>GETTING IT RIGHT FROM THE START: HOW TO HAVE A SUCCESSFUL FIRST YEAR</i> | 109 |
| John Brian Anderson VP, Information Technology, Professional Staffing Group <i>ESCAPING THE IVORY TOWER: MAKING IT A TRUE BUSINESS PARTNER</i> | 117 |
| Rony Abovitz SVP, CTO, and Co-founder, MAKO Surgical Corp. <i>STUDYING THE COMPANY, ITS LEADERS, AND THE MARKETPLACE BEFORE MAKING DIRECTIONAL CHANGES</i> | 133 |
| Vance Bjorn CTO, DigitalPersona Inc. <i>THE TWENTY-SOMETHING CTO</i> | 143 |