

# CONTENTS

<b>John Lynch</b> <i>System VP and CIO, Provena Health</i> <i>THE BENEFITS OF A BUSINESSLIKE AND</i> <i>CUSTOMER-FOCUSED IT DEPARTMENT</i>	<b>7</b>
<b>Mark Lohsen</b> <i>VP, Information Technology and CIO,</i> <b>Veolia Environmental Services North America Corporation</b> <i>BUILDING STRATEGIC BUSINESS SYNERGIES</i> <i>WITH A LEAN IT DEPARTMENT</i>	<b>19</b>
<b>David J. McCue</b> <i>Corporate VP and Global CIO, Computer Sciences Corporation</i> <i>USING IT AS AN INTEGRATION POINT BETWEEN</i> <i>TECHNOLOGY, MANAGEMENT, AND BUSINESS</i>	<b>35</b>
<b>David Harkness</b> <i>VP and CIO, PNM Resources</i> <i>ESTABLISHING TRANSPARENCY TO ACHIEVE</i> <i>FULL BUSINESS AND IT INTEGRATION</i>	<b>51</b>
<b>Anthony T. Schlinsog</b> <i>CIO, Kansas Department of Transportation</i> <i>PROVIDING HIGH-QUALITY, LOW-COST IT THROUGH</i> <i>CLEARLY DEFINED PROCESSES AND PROCEDURES</i>	<b>61</b>
<b>Hamid R. Heidary</b> <i>EVP, Central Operations and CTO, Insight Communications</i> <i>MECHANICS VERSUS DRIVERS: CHANGING</i> <i>IT ROLES TO BENEFIT THE BUSINESS</i>	<b>69</b>
<b>Joseph Eng</b> <i>EVP and CIO, JetBlue</i> <i>ALIGNING AND PRIORITIZING THE</i> <i>TECHNOLOGY NEEDS OF THE BUSINESS</i>	<b>77</b>

<b>John McCoskey</b> <b><i>CTO, Public Broadcasting Service</i></b> <i>THE IMPORTANCE OF CREATING EXCELLENT CUSTOMER SERVICE</i>	<b>91</b>
<b>Jeremy N. Gill</b> <b><i>VP, Information Technology and CIO,</i></b> <b>Michael Baker Corporation</b> <i>PROVIDING BEST-IN-CLASS SERVICE BY DRIVING CHANGE WITHIN IT ORGANIZATIONS</i>	<b>101</b>
<b>Michael S. Irizarry Ph.D.</b> <b><i>EVP and CTO, United States Cellular</i></b> <i>MOTIVATING EMPLOYEES TO SUPERIOR PERFORMANCE</i>	<b>111</b>
<b>Craig Haught</b> <b><i>Chief Information and Environmental Strategy Officer,</i></b> <b>Hitachi Global Storage</b> <i>IT TRANSPARENCY IS A BUSINESS IMPERATIVE</i>	<b>119</b>
<b>Jan A. Bertsch</b> <b><i>SVP, Treasurer, and CIO, Chrysler</i></b> <i>REINVENTING IT</i>	<b>129</b>
<b>Daniel R. Stuart</b> <b><i>VP and Global CIO, Algeco Scotsman</i></b> <i>USING A PROJECT MANAGEMENT OFFICE AND TIMELY COMMUNICATION TO ACHIEVE SUPERIOR CUSTOMER SERVICE</i>	<b>137</b>
<b>Tammy L. Hermann</b> <b><i>SVP and CIO, Shopko</i></b> <i>USING FLEXIBLE METHODOLOGIES AND A COMPANY-FIRST APPROACH</i>	<b>145</b>