



FOR IMMEDIATE RELEASE

CIO Finance Summit Europe Announces SoftServe as Sponsor

Leading Player in Technology Solutions Joins EMEA Summit Series

Cardiff, UK – September 22nd, 2016: CDM Media, the leading B2B technology marketing and media firm, today announced that its CIO Finance Summit Europe, which will take place on November 15, 2016 in London, UK, will be sponsored by SoftServe, a leading technology solutions company specializing in software development and consultancy services. The summit will give an opportunity for technology executives to have in-depth discussions on the best practices and strategies necessary to build customer centric organizations.

Since 1993, SoftServe has been partnering with organizations from start-ups to large enterprises to help them accelerate growth and innovation, transform operational efficiency, and deliver new products to market. Their security solution won the notable European IT & Software Excellence Award, and SoftServe has been named Leader in IAOP's Global Outsourcing 100 list as well as Best Employer in the Ukraine. Malcolm Kirby, Account Executive will represent the company's services and best practices in the financial sector.

At the event, Keynote Ilona Simpson, CIO, Ariadne Capital will kick off the day with *Fast Forwarding Corporate Innovation by Embracing Tech Start Up Culture*, followed by presentations from thought leaders including Adrian Samareanu, Global CIO & VP Operational Excellence, Volvo Financial Services; Vincenzo Marchese, Head of Enterprise Architecture Management - Group CTO, UBS; Ray Ford, CTO, AIS Group Plc and Felix Connor, CIO, Axia and many more.

Unlike typical tradeshow designed to attract hundreds of individuals of all different levels of seniority, from various industries, CDM Media's events host a more exclusive event limited to 40-50 leading senior executives. This targeted and intimate event design yields strong collaboration, innovation and discussions key to individual success.

To learn more about SoftServe, visit: <https://www.softserveinc.com/en-us/>

To learn more about the event and register today visit:

CIO Finance Summit Europe: <http://eu.ciofinancesummit.com/>

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About CDM Media

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in

technology summits and custom events for C-level executives from Fortune 1000 companies, together with major technology solution providers. These events are driven by industry, region, organizational role and current hot topics, enabling attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago with offices in New York City and Cardiff, U.K. To learn more, visit www.cdmmedia.com.

