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CIO Retail Summit Agenda Session to Focus on Customer Centricity

August 23, 2011 – The CIO Retail Summit team announced today a new session that has been added to the event’s agenda, “The New Normal - Empowered Consumer, Breaking Down the Walls.” The session has been sponsored by HCL, a \$5.5 billion global IT services and technology company with more than 80,000 employees who operate in 31 countries. The CIO Retail Summit is being held August 28-31, 2011 in Scottsdale, Arizona.

The agenda session, to be presented Monday, August 29th at 11:10am, will explore customer centricity as a driver for growth, and examine how mobile devices and the ever-connected, x-channel consumer are forcing companies to adjust how they service and build relationships.

In addition, the session will provide an overview of HCL’s newly-created Consumer Services Strategic Business Unit, which was formed to gain insights into the “new consumer” and draws expertise from several customer-facing industries, including retail, consumer products, media, publishing, and more. The goal of the unit is to help companies transform their consumer relationships in order to build the next generation of customer-centric organizations. In addition, Robert Strickland, President, Strickland Consulting, LLC, & Former SVP & CIO, T-Mobile, will provide an look into how the mobile retailer leveraged core technologies and HCL to deliver an innovative retail front-end which is now servicing more than 37,000 desktops at the carrier.

The CIO Thought Leadership session will be led by:

- Robert Strickland, President, Strickland Consulting, LLC, & Former SVP & CIO, T-Mobile
- Sunil Oberoi, Global Head, Strategic Marketing, Consumer Services, HCL
- Jeffrey Augustin, Business Head, Retail & Telecom Industry, HCL

To view the entire CIO Retail Summit agenda, go to <http://www.cioretailsummit.com/agenda.php>.

If you are interested in attending the event, contact Ross Abbott, VP, Sales, North America, CDM Media at ross.abbott@cdmmedia.com or 808-694-3661.

About CIO Retail Summit

CDM Media brings together CIOs and technology executives from North America’s Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CIO Retail Summit, to be held August 28-31, 2011 in Scottsdale, Arizona, allows IT executives to discuss the latest business technology

issues and learn about current technology solutions. For more information, please visit <http://www.cioretailsummit.com/>.