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## CDM Media's CIO Utilities Summit Announces Event Emcee, Rob Sarfi, Boreas Group

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**CHICAGO, April 2, 2012** – The CIO Utilities Summit team announced today that Rob Sarfi from the Boreas Group, a management consulting firm that provides solutions to utilities, will be the event emcee. The CIO Utilities Summit will be held April 15-17, 2012, in Arizona, at The Ritz-Carlton, Phoenix.

The CIO Utilities Summit is an opportunity for C-level executives to discuss the critical business technology topics facing the utilities industry. Key topics will include the deployment of smart grid infrastructure, such as smart meters, advanced metering infrastructure/automated meter reading (AMI/AMR), and meter data management systems (MDMS). The event includes a variety of interactive sessions, including roundtables, panel discussions and think tanks.

Since 2001, the Boreas Group has advised clients on technology changes and helped them to plan for future requirements. The Boreas Group provides expertise and industry insight, so that utility organizations can focus on: integration of existing systems, prudent planning for future needs, and continuous improvement in organizational, technology, and process alignment.

As the CIO Utilities Summit emcee, Sarfi will help outline the event's agenda, host an executive Think Tank, and provide the opening and closing remarks of the event.

"The Boreas Group is a great partner organization for the CIO Utilities Summit. Given the large transformations the industry is currently facing, Rob will be able to offer new insights and advice for all organizations involved," explained Mark Southam, Event Director, CIO Utilities Summit.

For more information about the summit, please visit, [www.cioutilitiessummit.com](http://www.cioutilitiessummit.com). To see a complete 2012 CIO Summit schedule, go to [www.ciosummits.com](http://www.ciosummits.com).

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