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CDM Media and Information Governance Initiative Announce Partnership **Unique Collaboration Promotes Opportunities to Discuss Crucial Information Challenges**

CHICAGO, March 16, 2015 –CDM Media, a leading B2B marketing and media firm and provider of C-Level executive technology summits, announces a strategic partnership with Information Governance Initiative (IGI), the premier cross-disciplinary consortium and think tank dedicated to advancing the adoption of Information Governance practices and technologies. The partnership will mutually promote the upcoming events of CDM Media, including the [CISO Summit New York](#) on April 14, 2015 and the [Big Data Summit](#) on May 17-19, 2015, as well as IGI's like-minded events including the [CIGO Summit](#) and [InfoGovCon](#). Both CDM Media and IGI teams feature heavy-weight thought leaders with direct experience "in the trenches" of data governance and security challenges. This powerful collaboration comes at a time when C-level executives are being pressed with daunting issues surrounding data security, now more than ever.

"We are very pleased to establish this partnership with Information Governance Initiative," said Glenn Willis, CEO of CDM Media. "IGI is a recognized leader in advancing the practice of information governance, and our organizations share a commitment to delivering quality and valuable content to the innovative business leaders we serve at our events. But the true value in this partnership is the unprecedented access delegates and attendees will have to top experts- all in one setting."

"CDM Media provides a high quality executive experience for data and information leaders," said Barclay T. Blair, founder and Executive Director of the Information Governance Initiative. "We are pleased to partner with CDM to bring CDOs, CISOs, and other critical information executives into the information governance conversation."

CDM Media's CISO Summit New York will attract regional C-level IT security executives, while the Big Data Summit invitee titles typically include Chief Information Officer, Chief Data Officer, Chief Analytics Officer as well as IT executives from within the various lines of business at the attending organizations.

IGI advocates for the creation of the Chief Information Governance Officer (CIGO) role, a C-level position for a person with sufficient breadth of organizational knowledge and sufficient authority to join all the parts of information governance together into an operational whole. The CIGO Summit attendees will include those who already are, or are on track, to play a senior management role in information governance and will explore the dimensions of the CIGO role at IGI's inaugural CIGO Summit in Chicago on May 20 and May 21.



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CDM Media and IGI are excited about this partnership and look forward to working together for this lineup of world-class events. To learn more about IGI events, visit:

www.cigosummit.com
www.infogovcon.com

To learn more about CDM Media events, visit:

<http://www.cisonewyorksummit.com/>
<http://www.bigdatasummit.us/>

About Information Governance Initiative

The Information Governance Initiative (IGI) is a cross-disciplinary consortium and think tank dedicated to advancing the adoption of Information Governance practices and technologies through research, publishing, advocacy and peer-to-peer networking. The IGI publishes research, benchmarking surveys, and guidance for practitioners that is freely available on its website. Join the IGI Community, a place for practitioners from all facets of IG to come together and learn from each other. The IGI was founded by recognized leaders in the field of Information Governance, and is supported by leading providers of Information Governance products and services. For more information visit <http://www.iginitiative.com>.

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.