

FOR IMMEDIATE RELEASE

**CDM MEDIA ANNOUNCES “WOMEN IN TECHNOLOGY”
PANELISTS AT CIO SUMMIT U.S.***2016 National Summit Agenda to Feature Women in Technology Series*

Chicago- March 31, 2016: CDM Media, a leading B2B marketing and media firm, has announced a new agenda topic to this year's CIO Summit US, “Women in Technology”. The event, being held in Chicago, Illinois from May 1 – May 3, 2016, will debut this new highly-anticipated agenda topic.

The 2016 CIO Summit continues to focus on the most relevant topics facing today's CIOs with industry visionaries and senior operational executives sharing their perspectives. Dr. Cheemin Bo-Linn, CEO and President of Peritus Partners Inc., Board of Director for public companies and former IBM Vice - President, shares her thoughts on the agenda. “I'm delighted to see these agenda topics. With technology and market dynamics driving rapid and frequent change, talent and culture are also critically important for successful companies to seize market opportunities, scale growth, and deliver shareholder value.”

Dr. Bo-Linn, who was recently the 2015 inductee into the “Women in Technology Hall of Fame”, will also be the featured speaker on the topics of the CIO's critical role in building transformative customer experience and loyalty through global-local interactions in today's sharing economy and the importance of leveraging a diverse work force including women to deliver such capability.

Panelists for this session include Rita Fisher, Head of IT Global Functions, Kraft Heinz Company; Kathy Higgins, VP IT/CCO, Lowe's Companies; and Julia Anderson, Global CIO from Smithfield Foods.

Takeaways will include:

- Identifying the importance behind diversity in technology, opportunities and capabilities
- Discussing the importance of cultivating diversity at the grass-roots level and building post-secondary
- The significance of good communication
- Cultural changes we can make in the workplace now, so we retain a more gender-diverse workforce

The “Women in Technology” panel series is being featured in CDM Media's 2016 global portfolio of summits. Most recently, the regional CIO and CISO Chicago Summit panelists included Brenna Berman, CIO, City of Chicago; Maryann Byrdak, CIO - VP Information Technology, Potbelly; Tammylyne

Jonas, VP, IT, Kohl's Department Stores; Laurinda Pang, Regional President, North America and Asia Pacific, Level 3 Communications; and Rita Fisher, Head of IT Global Functions, Kraft Heinz Company.

Unlike typical tradeshows 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 the event and register today visit:

CIO Summit US: <http://www.ciosummit.us/>

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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.cdmmmedia.com.

