

FOR IMMEDIATE RELEASE

Discover Financial CIO to Keynote at CIO Summit U.S.*Glenn Schneider Confirmed as Keynote Presenter on “Connecting Customers with the Future”*

Chicago- October 13th, 2016: CDM Media, a leading B2B marketing and media firm, has announced Glenn Schneider, EVP & CIOC of Discover Financial, as keynote speaker for CIO Summit U.S., which will take place on November 6 – November 8, 2016. The event will run alongside the CISO Summit U.S. at the Hotel Palomar in Phoenix, AZ.

Glenn Schneider is Executive Vice President, Chief Information Officer, for Discover Financial Services, and a member of the company’s Executive Committee. Schneider provides leadership for all application development, advanced analytics, infrastructure support, technology operations and cybersecurity.

Prior to his promotion to CIO in December 2008, he was responsible for Application Development, including research, new development, maintenance, and support of all business systems and web applications. Schneider holds a bachelor’s degree from Northern Illinois University with a major in Economics/Computer Science and a minor in Statistics. His Keynote presentation will cover “*Connecting Customers with the Future*”.

Takeaways will include:

- Skyrocketing mobile adoption is influencing every aspect of customer needs and expectations
- Digital transformation must have a customer focus at its core, leveraging real-time data and events to drive a personalized approach
- CIOs must mobilize the organization to embrace change – cultural alignment is equally as important as platform modernization

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.cdmmedia.com.

