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INFO-TECH RESEARCH GROUP TO SHARE INSIGHT ON DRIVING INNOVATION AT UPCOMING CIO MIDMARKET SUMMIT

CHICAGO, May 22, 2013—Since its inception, Information Technology (IT) has been characterized by continuous change. It's a discipline that refuses to permit a comfort zone, one that never stops growing and improving to suit new business needs. Nobody can deny that the IT landscape five years ago was much different than it is today, and Info-Tech Research Group points out that, in five more years, we'll be dealing with something that hardly resembles what we currently understand as IT.

What's driving this change? The evolution and convergence of several behemoth technology trends: mobility, social media, cloud, big data and security. Running the IT department has never been harder, and CIOs are beginning to feel stuck and unable to achieve the integrated environment that the current landscape demands.

If this sounds familiar, it's time to implement strategic change. And it begins with the CIO. Today's C-suite must get beyond the behind-the-curtain style of leadership in order to run lean, efficient and effective departments, while growing concurrently with the technology at hand and driving value throughout the business.

This is about leaping over what Info-Tech Research Group has identified as the "Innovation Chasm." A recent study by the group found that only eight percent of today's leading CIOs identify themselves as true innovators. The rest feel that they're constantly putting out fires and struggling to maintain the status quo. As a midmarket CIO, it's time to do more than merely safeguarding company assets and keeping a resilient infrastructure. It's time to begin innovating.

But how can you break the current pattern and get started? Join Info-Tech Research Group as they outline the steps to becoming a true innovator and business driver at the **CIO Midmarket Summit, June 2-4, 2013**. The exclusive event will be held at the Trump Doral Golf Resort & Spa Miami in Miami, featuring a prime selection of midmarket C-suite decision-makers and leading-edge solution providers. A CDM Media event, this summit will

employ a unique format driven by critical content, focused discussion and valuable networking in a world-class environment.

To learn more about the CIO Midmarket Summit, visit www.ciomidmarketsummit.com. If you would like to attend the event, please contact Ross Abbott, VP Sales, North America for CDM Media at ross.abbott@cdmmedia.com or +1 312.374.0840.

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, and major technology solution providers. These events are driven by industry, region, organizational role and critical subject matter, 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 a second office in Cardiff, U.K. To learn more, visit www.cdmmedia.com.

About Info-Tech Research Group

With a paid membership of over 30,000 members worldwide, Info-Tech Research Group (www.infotech.com) is the global leader in providing tactical, practical Information Technology research and analysis. Info-Tech Research Group has a fourteen-year history of delivering quality research and is North America's fastest growing full-service IT analyst firm.

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