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## Chief Technology Officer of BASF Group to Keynote the CIO Germany, Austria and Switzerland Summit

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**CHICAGO, April 24, 2014** – CDM Media announced Wiebe Van Der Horst, Senior Vice President, Global Process & Enterprise Architecture, and Chief Technology Officer of the BASF Group, will be the opening keynote speaker at the second annual CIO Germany, Austria and Switzerland Summit, which will be held September 17, 2014 in Frankfurt, Germany.

The CIO Germany, Austria and Switzerland Summit offers a unique platform for the DACH region's foremost technology thinkers to collaborate on the latest industry topics and trends. The agenda's format is designed for attending executives to discuss and share insight on the issues currently impacting CIOs in the region, while learning about the leading-edge products and services.

Mr. Van Der Horst brings 20 years of experience and knowledge working in supply chain management, procurement and information systems. He will be kicking off the summit with an opening keynote presentation entitled, "From the hunted to the hunter – Transforming Information Services (IS) from reactive cost center to the proactive business enabler." Mr. Van Der Horst will discuss how BASF has leveraged 4 key enablers (enterprise architecture, focus on end-to-end processes, change management and emerging technologies) to become a business solutions provider.

"Having the BASF Group represented at the summit is outstanding, and having Wiebe Van Der Horst keynote the summit will promise for a very valuable and content-rich event," said Kieran Hasan, Director EMEA, CIO Summits. "Its people like Mr. Van Der Horst with years of experience and knowledge that make our CIO Summits so respected in the IT industry across the DACH region."

Mr. Van Der Horst will be accompanied to the CIO GAS, Austria and Switzerland summit by several top industry peers. Below are a few of this year's speakers and their presentation topic.

- Marcus Frantz, Group CIO, OMV Group – "Fostering Effective Innovation"
- Tord Helenius, Vice President Group Information Services Strategy & Governance, Merck Group – "Sustainable Cost Management"

- Bernd Sengpiehl, CIO, AEG – “The Role of IT Leaders to Build an IT Business Centric Organization”
- Roger Rhoades, Chief IT Architect, Deutsche Bahn – “Application Portfolio Management (APM): The operational aspect of Enterprise Architecture Management (EAM)”
- Marc Van Der Heijden, SVP Global IT-Head of CC Sales, Adidas – “Cloud Computing as a Transformational Business Enabler”

For more information about the CIO GAS Summit, please visit [www.ciogassummit.com](http://www.ciogassummit.com). If you are interested in participating in this event, please contact Kieran Hasan at [Kieran.hasan@cdmmedia.com](mailto:Kieran.hasan@cdmmedia.com) or by phone at +44.2920.729.275.

### **About the CIO GAS Summit**

The CIO GAS Summit is a chance for CIOs and IT executives from Germany, Austria and Switzerland to meet with their technology peers from various industries, including health care, finance, insurance, government, telecom, utilities, education and more. This summit features engaging Keynote Presentations, Thought Leadership sessions, CIO Think Tanks and other educational session on the latest technology topics and trends. Open discussions and networking time give attending CIOs and technology executives the opportunity to discuss common problems and discover new and innovative solutions. Attendees will leave the event with new business contacts and new ideas on how to move their businesses forward.

### **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 a second office in Cardiff, U.K. To learn more, visit [www.cdmmedia.com](http://www.cdmmedia.com).

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