



The Digital Solutions Gallery Virtual Keynote

July 21, 2022

"From IT Leadership To Business Leadership"

Within this expanding digital world, technology becomes a central part of any business. This presents an opportunity for IT leaders to not only contribute more to the business mission itself, but also potentially evolve into other expanded roles within the organization.

While such leaps obviously require more than just technical skillsets, there actually are many points of commonality between the CIO and CEO roles. There are significant differences as well. Those differences between the CIO and CEO roles often boil down to bigger stakes and the overwhelming sense of responsibility that comes with them. While that evolution is an honor, it can also come at a cost if you are not prepared. The consequences of those "big decisions" that have ultimately now become your responsibility can weigh heavy.

How can IT leaders close that gap to become real candidates in future business leadership considerations? Are you there yet? If not, what do you need to yet do to actually be there?

Please join us in this sixth session of our 2022 series. In this session you will hear first-hand lessons-learned from top-tier leaders who have been successful in addressing these very same challenges during these times of both revolutionary change and performance pressures.

The "**Digital Solutions Gallery™**" series is a nationally acclaimed ongoing forum where senior leaders and their business peers come together in a comfortable setting to share their experiences and insights, as well as collectively and collaboratively attack common issues. Throughout 2022, this series will be conducting a ten-session series of informative programs on the theme of "**Developing Our Potential For 2025**", wherein participants will gain a better appreciation of not only what is coming, but also a better appreciation of just how its associated value might be captured.

There is no cost to invited senior leaders. Sponsoring opportunities are available for invited technology product and service providers.



Agenda:

10:00am Welcome And Opening Introduction



Mr. Bruce Barnes
DSG Program Co-Founder
The Ohio State University
and Co-Host For The Session

10:05am

Opening Presentation



Mr. Thornton May
DSG Program Co-Founder
Internationally Acclaimed IT Futurist
Co-Host For The Session

Thornton May is a futurist, educator and noted author. He is the Co-Founder of the Digital Solutions Gallery, as well as the Founder of the Digital Value Institute.

His extensive experience researching and consulting on the role and behaviors of "C" level executives in creating value with information technology has won him an unquestioned place on the short list of serious thinkers on this topic.

Thornton combines a scholar's patience for empirical research, a stand-up comic's capacity for pattern recognition and a second-to-none gift for storytelling to address the information technology management problems facing executives.

The editors at eWeek honored Thornton, including him on their list of Top "100 Most Influential People in IT". The editors at Fast Company labeled him 'one of the top 50 brains in business.'

10:20am

Showcased Presentations



Ms. Debra Hockemeyer
VP; Business Transformation
Tessco Technologies
Former Director; Studio Operations IT
DreamWorks SKG

Ms. Hockemeyer is a widely recognized industry thought leader and trusted C-Level turnaround advisor, especially in the area of digital transformation. Across her career as a program executive and PMO leader, she has gained deep global experience overseeing the delivery of mission-critical, complex, strategic initiatives & digital transformations, and standing up new portfolio management offices.

Ms. Hockemeyer is currently the Vice President of Business Transformation at Tessco Technologies, a value-added technology distributor, manufacturer, and solutions provider serving over 250 commercial customers in the wireless infrastructure ecosystem.

Prior to joining Tessco, she was a Principal Consultant for Western Ridge, a consultancy serving global Fortune-ranked companies like Disney, IBM, Ingram Micro, Warner Bros., McKesson, and others in technology, entertainment and distribution. Prior to that, she was the Director of Studio IT for Dreamworks SKG.

Ms. Hockemeyer has earned a Bachelor of Science in Industrial Engineering from Purdue University, and has completed more than 700 hours of additional professional development and training through IBM and the Business Schools of Harvard, Wharton, and University of Virginia.



Mr. Augusto (Gus) Vidaurreta
Chief Executive Officer
Stat-EI

Mr. Vidaurreta is the Chief Executive Officer of Stat-EI, a company founded to combine and leverage the power industry, academic insights and start-up expertise to globally commercialize seven patented innovative technologies developed by Florida International University.

Mr. Vidaurreta possesses extensive senior-level experience in multiple industry verticals and settings. He has previously served both as Chief Revenue Officer and on the Board of Advisors/Business Generation for MedSys Health (Miramar FL), as the Chief Strategy Officer for GSD Venture Studios (Santa Clara CA), as the General Manager and LatAm/VP of Business Development for the technology firm Rocket Wagon (Miami FL), and as the VP of the SE and LatAm Regions for the legendary global consulting company, Cambridge Technology Partners.

Mr. Vidaurreta holds multiple professional certifications from the MIT Sloan School of Management, as well as a Masters Degree in Business Administration (Organizational Studies) from the University of Florida, and a Bachelors Degree in Business Administration and Management from Florida International University.



Ms. Cheryl Smith
Principal
Smith & Associates (S&A)
CIO Emeritus at WestJet, McKesson, KeySpan and Verizon

Cheryl Smith is an internationally recognized CIO with executive experience in the airline, health care, energy, telecommunications, manufacturing, and consulting industries. She is a key industry “go to” person when an organization is faced with a particularly challenging IT crisis or need, including corporate mergers, acquisitions or divestures, massive organic corporate growth, and strategic system ‘saves’.

As EVP and Interim CIO of WestJet Airlines, the 2nd largest Canadian airline, she was responsible for digitally transforming the company’s IT applications, operations, and infrastructure into one of the most technologically advanced in the airline industry.

Cheryl is a guest lecturer on Digital Transformation Execution for the IT Masters Degree courses at George Mason University. She is also the co-founder of the noted CIO Institute, and is a frequent speaker at major IT conferences currently featuring Digital Transformation topics. She holds both Bachelor and Masters degrees from the Pennsylvania State University. She is the co-author of, **The Day Before Digital Transformation**.

11:20am Session Summary of Key Points/Action Items/Next Steps



Mr. Dave Cherry
*DSG Program Co-Producer
The Ohio State University
and Co-Host For The Session*

11:30am Adjournment
