The MIT CIO Summit
Making eBusiness Pay Off

April 18, 2002
Longfellow Room, Marriott
Cambridge, Massachusetts

The MIT CIO Summit convenes a select group of top technology executives from leading companies to candidly discuss the key challenges and opportunities facing their businesses.

Agenda

April 17

6 - 9:30pm
Fourth Annual eBusiness Awards (Kresge Auditorium)
VIP Dinner (Hyatt)

April 18

7:45–8:30am
Continental Breakfast

8:30 – 9:30
Keynote Address: Vince Barabba, VP of Strategy, GM (Salon III)

9:45 – 10:00
Welcoming Remarks and Introductions

10:00 – 10:20
Session I: Business Transformation: Organizational Capital and Culture
Presentations: Erik Brynjolfsson, Schussel Professor of Management, MIT
Brad Boston, CIO, Cisco

10:20 – 10:50
Roundtable Discussion
Moderator: Michael Scott Morton, Forrester Professor of Management, MIT
Joseph Plummer, CIO, McCann-Erickson WorldGroup
Kenneth Cooke, Partner, PricewaterhouseCoopers

10:50 – 11:00
Refreshment and Networking Break

11:00 – 11:20
Session II: The New Role of the CIO
Presentations: Peter Weill, Senior Research Scientist, Director, CISR, MIT
Douglas Busch, CIO, Intel

11:20 – 12:50
Roundtable Discussion
Moderator: John Rockart, Senior Lecturer, MIT
Richard Ricks, CIO, Nortel Networks
Charles Bravo, CTO, US Postal Service
12:00 – 1:00pm  Keynote Address: *The Semantic Web and the Future of Networked Business* (Salon III)

**Tim Berners-Lee**, Inventor of the World Wide Web and Director of the World Wide Web Consortium

1:00 – 1:45  CIO Lunch with **Tim Berners-Lee**

1:45 – 2:15  Session III: *Making eBusiness Pay Off: The Most Effective Use of the Internet in My Firm Today and in Five Years*

Roundtable Discussion

**Vincent Kelly**, CIO, EQUANT/France Telecom

**Don Vandiver**, VP for Strategic Planning, Royal Ahold

**Al-Noor Ramji**, EVP and CIO, Qwest Communications

2:15 – 2:45  Working Groups: *Making eBusiness Pay Off*

1) The Agenda for Senior Executives

2) The Agenda for Research

3) The Agenda for Policymakers

2:45 – 3:15  Refreshment and Networking Break

3:15 – 3:45  Working Group Presentations and Discussion:

*The Agenda for Making eBusiness Pay Off*

3:45 – 4:15  Group Photo and Media Reception

4:30 – 5:20  CIO Plenary Panel at Main eBusiness Conference (Salon III)

*Making eBusiness Pay Off: Lessons from the MIT CIO Summit*

Moderator: **Erik Brynjolfsson**, Schussel Professor of Management, MIT

**Charles Bravo**, CTO, US Postal Service


**Richard Ricks**, CIO Nortel

**Al-Noor Ramji**, EVP and CIO, Qwest Communications

* 4/15/02sb Version. Schedule subject to modification
Confirmed Attendees as of April 15, 2002

1. Sam Alkhalaf, MasterCard International
2. Brad Boston, Cisco
3. Charles Bravo, US Postal Service
4. Erik Brynjolfsson, Center for eBusiness, MIT Sloan
5. Doug Busch, Intel
6. Dennis Callahan, Guardian Life Insurance Company
7. Ken Cooke, PricewaterhouseCoopers
8. David Cox, Motorola
10. Hiroshi Egami, Bank of Tokyo Mitsubishi, Ltd.
11. Al Essa, MIT Sloan School
12. Gianpaolo Fascina, GEA Consulting
13. Dr. Friedrich Froeschl, Siemens
14. Denny Georg, Hewlett-Packard
15. Ron Hanners, JC Penney
16. Vincent Kelly, France Telecom
17. Pyramyth Liu, Acer
18. John McKinley, Merrill Lynch
19. Abbe Mulders, Dow Corning
20. Joseph Plummer, McCann-Erickson World Group
21. Al-Noor Ramji, Qwest
22. Richard Ricks, Nortel
23. Jack Rockart, Center for Information Systems Research, MIT Sloan School
24. Michael Scott Morton, MIT Sloan School
25. Don Vandiver, Royal Ahold
26. Peter Weill, Center for Information Systems Research, MIT Sloan School
27. David Znaty, Publicis Technology