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# CIO Midmarket Summit Announces Session Details

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**October 28, 2011** – The CIO Midmarket Summit team announced today session details for the upcoming technology event, Dec. 4 - 6, 2011 at the Montelucia Resort in Scottsdale, Arizona.

The CIO Midmarket Summit brings together CIOs and IT executives to attend interactive agenda sessions, including roundtables, think tanks, keynotes, and analyst Q&As. This year's event includes speakers representing the following companies: Box, CyberSource, HP, Seventh Generation, ESG, and more.

Presenting on Monday, December 5<sup>th</sup>, Lincoln White, Director of IT, Seventh Generation will present the CIO Think Tank, "Social Media and Digital Networks." This think tank will highlight the need for social interactions and social media guidelines for sales and marketing, while addressing the opportunities, challenges, and risks facing the sector.

Also presenting on Monday, December 5<sup>th</sup>, Keary McNew, Director of IT Engineering, Urban Outfitters, will present the CIO Think Tank, "A New Approach to BI Solutions." The think tank will discuss how different BI solutions can improve efficiency and drive revenue in midmarket businesses. In addition, McNew will outline how BI solutions can drive uniformity and accuracy in reporting and analysis to better facilitate decisions and responses to critical issues.

Founded in 1970, Urban Outfitters operates more than 130 stores in the United States, Canada and Europe, all offering an eclectic mix of merchandise. The Company's team of experienced and creative entrepreneurs focuses on critical issues, while at the same time improving customer interactions.

To view the entire CIO Midmarket Summit agenda, go to <http://www.ciomidmarketsummit.com/agenda.php>.

For more information or to participate in the event's agenda, contact Christian Morato, Event Director, CIO Midmarket Summit, at [christian.morato@cdmmedia.com](mailto:christian.morato@cdmmedia.com) or 312-374-0845.

## **About the CIO Midmarket Summit**

CDM Media brings together CIOs and technology executives from North America to develop business ideas and build lasting relationships with peers and colleagues. The CIO Midmarket Summit, to be held December 4-6, 2011, allows IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit [www.ciomidmarketsummit.com](http://www.ciomidmarketsummit.com)

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