



2016 MIT Sloan CIO Symposium Agenda

7:00	Registration and Continental Breakfast <i>Kresge Courtyard Tent</i> <i>All morning sessions are in Kresge Main</i>
8:15	Welcome to the 13 th Symposium
8:30	Thriving Through Digital Ecosystems
9:30	Academic Keynote: How the On-Demand/Gig Economy is Redefining the Future of Work
10:30	Coffee/Networking Break (<i>Tent and Lobby</i>)
11:00	Big Data 2.0: Next-Gen Privacy, Security, and Analytics
12:00	Networking Lunch <i>Rockwell Cage, Main Court</i> Lunch Breakout: IoT, The New Ecosystem (session full) <i>Twenty Chimneys – 3rd floor, Stratton Center</i> Lunch Breakout: Who Will Lead Digital Transformations in Your Business? (session full) <i>Sala de Puerto Rico – 2nd floor, Stratton Center</i>
1:15	Best Practices for Managing a Digital Innovation Portfolio (<i>Kresge Main</i>) Developing your Organization’s Skills for the Digital Future <i>Kresge Little Theatre</i> Mitigating Cyber Risks in the Growing World of Internet-connected Devices <i>Sala de Puerto Rico – 2nd floor, Stratton Center</i> Enrich Your Products & Services with Data Wrapping <i>Mezzanine Lounge – 3rd floor, Stratton Center</i>
2:15	Coffee/Networking Break (<i>Tent and Lobby</i>)
2:45	The Perfect CIO: Empowering Business Partners and Serving Customers (<i>Kresge Main</i>) Redesigning the Digital Workplace <i>Kresge Little Theatre</i> How Blockchain Will Transform the Digital Economy <i>Sala de Puerto Rico – 2nd floor, Stratton Center</i> Transform Your Business Through IoT <i>Mezzanine Lounge – 3rd floor, Stratton Center</i>
3:45	Break <i>All afternoon general sessions are in Kresge Main</i>
4:00	General Session: The Owner’s Guide to Platform Strategies
5:00	Closing Keynote: Can Big Data Substitute for Experiments?
5:15	Closing Keynote: A Tale of Two Machine Ages
5:30	Innovation Showcase Evening Reception and Networking <i>Kresge Courtyard Tent</i>



2016 MIT Sloan CIO Symposium Panel Descriptions

MORNING SESSIONS

8:30 Thriving Through Digital Ecosystems

Why ecosystems? Because MIT research found that companies with 50% or more of their revenues from digital ecosystems had higher revenues and higher profit margins than their industry's average.

Ecosystems move beyond linear supply chains to partnering with providers of complementary products and services (or sometimes competitors) to create a better customer experience, among other benefits. We'll share MIT case studies and survey results and facilitate a conversation with digital leaders on how they are each brokering connections with their firms, customers and partners.

9:30 Academic Keynote Panel: How the On-Demand/Gig Economy is Redefining the Future of Work

Rapid changes in technology are affecting the types of work we do and the way in which work is organized. The future of work in general, and the emerging On-Demand Economy in particular, are major research focus areas for the MIT Initiative on the Digital Economy. This panel will bring together top academics in the field to share their knowledge and perspectives on recent trends in the organization of labor, including

1. The role of the On-Demand Economy in a Changing Labor Market;
2. Winners and Losers from Disruption by On-Demand Businesses, and
3. Creating a new Social Contract for Work in the Second Machine Age.

11:00 Big Data 2.0: Next-Gen Privacy, Security, and Analytics

The first wave of big data has hit, creating great opportunities but also cracks in company security, worries about customer data privacy, and showing the limitations of current analytics. The second wave of big data is gathering strength now. The thought leaders and practitioners on this panel will discuss what Big Data 2.0 may look like, what security measures companies may have to take, how improved analytics can help us achieve stronger insights, how consumers are demanding a new privacy contract, and how some cutting edge companies are shining a light on this future.



LUNCH BREAKOUTS

12:00 Who Will Lead Digital Transformations in Your Business?

Sala de Puerto Rico, Stratton Center (full, ticket required)

As digital technologies permeate every nook and cranny of business, organizations will need an increasingly diverse set of digital leaders. CIOs who step up to a digital leadership role within their organizations can expect to contribute increasingly in a number of valuable ways, perhaps even assuming their organizations über digital role with responsibility for all things digital. Those who are unable to step up may find themselves subordinate to the emerging roles of Chief Digital, Data and Analytics Officer, or to the CMO, CFO, or COO, their portfolio limited to the infrastructure and corporate systems. This panel will consist of CIOs and other digital leaders discussing their roles within their firm's senior leadership team.

12:00 IoT, The New Ecosystem *Twenty Chimneys – 3rd floor, Stratton Center (full, ticket required)*

The Internet of Things (IoT) has become an increasingly important part of all aspects of our personal and professional lives. The connected world requires a dramatic increase in the amount of network and services capabilities available to end users. This is sparking a new gold rush in the ecosystem development world.

12:00 Birds of a Feather Networking Lunch *Rockwell Cage, Main Court*

We will have working lunches set up at tables, with "Birds of a Feather" topics posted on signs. Feel free to sit at a table about a topic of interest. Many tables will be facilitated by an 'expert' (speaker, sponsor, organizer) who will facilitate a lively and interesting discussion.

Be prepared to share business cards and get to know other Symposium attendees.



AFTERNOON SESSIONS – BLOCK 1

1:15 Best Practices for Managing a Digital Innovation Portfolio

Many global companies are feeling growing pressure to rapidly respond to local business demands. MIT research has found that IT units are supporting these demands competitively in two fundamentally different ways: (1) reusing technology and business components, and (2) engaging in off-platform experiments. In addition, to practice both types of innovation simultaneously, they are engaged in new collaborations with internal and external stakeholder groups to create a simple and relevant set of reusable components; foster their reuse; and engage in and learn from experiments. This panel discussion with leading CIOs will explore best practices for managing a portfolio of innovations.

1:15 Developing your Organization's Skills for the Digital Future

Kresge Little Theatre

Are AI and robots eating jobs? Yes--some jobs more than others. But even as automation replaces some workers, it will enhance the roles of others. Companies will need people who can work closely with technology, as well as those who can do what computers cannot. How can CIOs develop a workforce that will thrive in the digital age? Which skills will be valued and which ones will be replaced? Does college still matter? Will on-demand workers replace full-time employees? Join our eclectic panel—experts in AI and jobs, Human Resources, alternative skill development, and digital leadership--as they describe what the coming changes in skills, jobs, and careers mean for CIOs and their companies.

1:15 Mitigating Cyber Risks in the Growing World of Internet-connected Devices

Sala de Puerto Rico – 2nd floor, Stratton Center

The number of Internet-connected Devices (IoT) is expected to increase from about 4 billion to over 20 billion devices by 2020. This will create wonderful new capabilities, but also more cyber risks due to the increased number of attack surfaces and the growing expertise of hackers and the thriving black market for stolen data and malware. How can your organization mitigate cyber risk? How can innovative new technologies and methods help? Where should the governance of cybersecurity fit in your organization? Pres. Obama has just proposed to allocate \$19B to cybersecurity in latest budget - is that enough and how can it help your organization? This panel will address the strategic, managerial, and operational issues of cybersecurity.

1:15 Enrich Your Products & Services with Data Wrapping

Mezzanine Lounge – 3rd floor, Stratton Center

Commoditization pressures and shifting consumer expectations have inspired many companies to use data and analytics to enrich their core products and services, a phenomenon that we call "wrapping". Companies wrap offerings with information to differentiate them and to add value to customers, which increases product- or service-related outcomes that include price, sales, and loyalty. The best companies build distinctive competencies for wrapping. This panel will investigate the competencies found in high-performing firms—and identify effective ways that firms are coordinating and structuring to accommodate this emergent approach for driving value from the firm's data assets.



AFTERNOON SESSIONS – BLOCK 2

2:45 The Perfect CIO: Empowering Business Partners and Serving Customers

With technology and customer requirements changing at such a fast pace, CIOs have to respond, innovate, and make evidence-based decisions, not only within their own organization but increasingly for the whole company. More than ever, this requires extensive collaboration with customers and among different functions within the company. How do CIOs empower their business partners across the company? We'll discuss the top priorities of high performing CIOs and the business outcomes for which they should be increasingly held accountable.

2:45 Redesigning the Digital Workplace

Kresge Little Theatre

The digital workplace is about a fundamentally different way of working. Influence, networks, and dynamic decisions become much more important than power, hierarchies, static decisions, processes, and rules that made sense in a slow-moving, traditional environment. We will challenge some of the popular beliefs around collaboration and discuss how high performing firms are combining a series of management levers (the 6-Ss: symbols, space, systems, social, sustaining leadership, systemic learning) to build digital workplaces that simplify working life. We will also discuss the actions CIOs should take to create or improve the digital workplaces within their own companies.

2:45 How Blockchain Will Transform the Digital Economy

Sala de Puerto Rico – 2nd floor, Stratton Center

Blockchain is gathering momentum, transcending beyond bitcoin. It has the promise of propelling the ledger, one of the oldest and most important concepts in finance, into the Internet age. It also has the potential of improving cybersecurity, digital identity and audit trails. Applications range from smart contracts to supply chain management, automation and artificial intelligence. We'll discuss how blockchain may upend your business model and revolutionize the way you do business.

2:45 Transform Your Business Through IoT

Mezzanine Lounge – 3rd floor, Stratton Center

We are entering the era of the connected business model. Potentially, any asset, person, product, process, or source of data can be connected, making a reality of the long forecast connected house, car, factory and ecosystem. Smaller and cheaper sensors—embedded technology in products like cars, oil wells, wearables, and business processes—will become the norm over the next decade. All this connectedness has the potential to radically change business models and the competitive landscape. Are you ready to capitalize on the transformational potential of IoT?



GENERAL SESSIONS

4:00 PM General Session: The Owner's Guide to Platform Strategies

Uber. Airbnb. Amazon. Apple. PayPal. All of these cutting-edge businesses are built on platforms: two-sided markets that are revolutionizing the way we do business. As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of the platform will win. Whether platforms are connecting sellers and buyers, hosts and visitors, or drivers with riders, this session will discuss the "owner's manual" for creating a successful platform business. But not every company can become a platform, so much of this session will be spent on helping practitioners measure where they are in a platform ecosystem, and how they can benefit from that position – or move to a different one.

5:00 PM Closing Keynote: Can Big Data Substitute for Experiments?

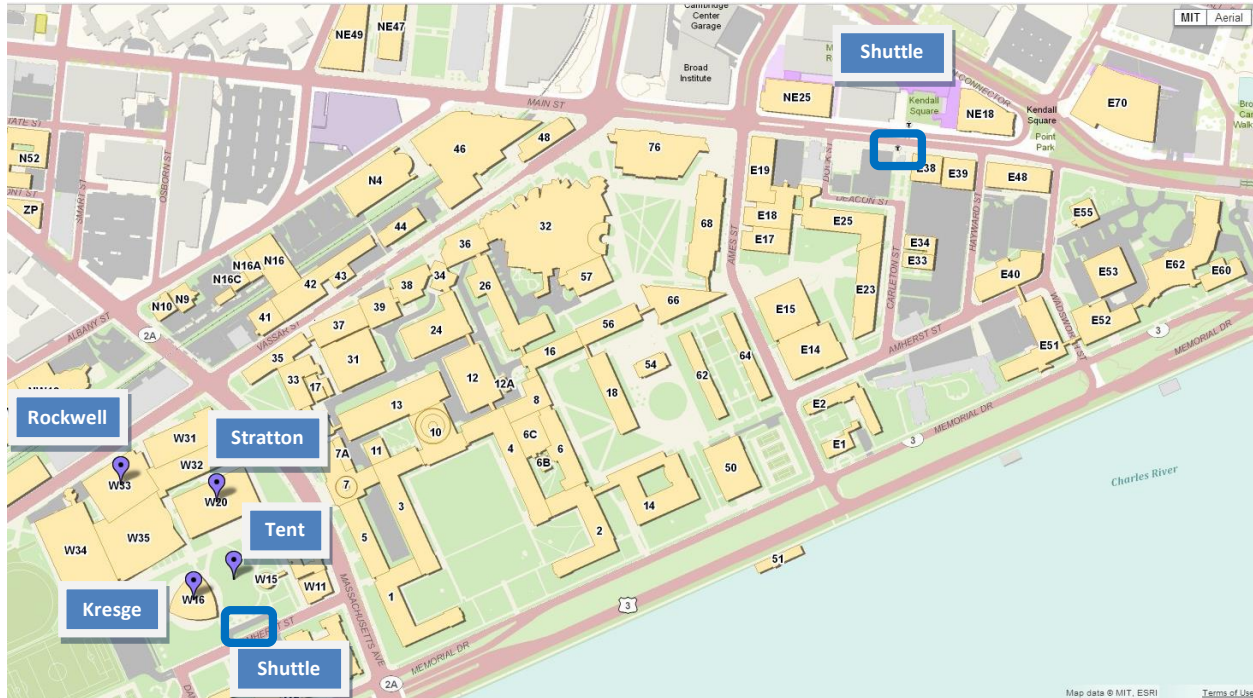
In today's business world, managers are using data to drive decisions in ways never envisioned. At the same time, companies are conducting experiments with online users every minute of every day for insight, improved engagement, and heightened transaction volume. Which is better? Why? When?

5:15 PM Closing Keynote: A Tale of Two Machine Ages

The evidence is mounting: as we move deeper into the second machine age, we're learning that it's the best of times in many important ways. But, we also face substantial new challenges. Over the years McAfee's closing keynote has become a tradition of the MIT Sloan CIO Symposium. In this 2016 edition, he'll share some of his latest thinking on the opportunities and challenges of our rapidly changing, technology-fueled world.



Maps and Directions



MIT Kresge Auditorium, 48 Massachusetts Avenue, Cambridge, MA, 02139
(Nearest cross street, Amherst Alley and Massachusetts Avenue)

As an urban campus, there is no conference parking available on the MIT campus.

KENDALL SQUARE SHUTTLE

MIT will run a shuttle bus in the morning and again in the afternoon and evening, through the Innovation Showcase. The shuttle will pick up near the Kendall MBTA station. The tentative location is in front of Chipotle, but due to on-going construction, the exact stop may change. Please look for "Gold Shirts" for directions and information.

- 7:00AM - 9:00AM - MBTA Kendall Square to Kresge Auditorium
- 5:30PM - 7:30PM - Kresge Auditorium to MBTA Kendall Square



PARKING

As an urban campus, there is no conference parking available on the MIT campus.

Parking near the MIT campus

We encourage arriving by public transportation if possible, but if you wish to drive, the following public parking facilities are in the MIT area and may be used by visitors at MIT. Most are at least 0.5 mile walk to Kresge, about 15 minutes. Since rates are subject to change, please call for current rates.

Four Cambridge Center, Kinney System Closest to Shuttle Stop in Kendall Square Entrance on Ames St. or Broadway 617-492-1956	University Park Closest to Kresge 55 Franklin St. 617-621-8023
City of Cambridge Municipal Garage 260 Green St. 617-349-4758	Hyatt Regency Hotel 575 Memorial Drive
One Memorial Drive 114 Main St. 617-621-1238	Cambridge Center North Garage 272 Binney St. off Broadway 617-621-7618

MIT Facilities has more information and a list of local parking facilities at:
http://web.mit.edu/facilities/transportation/parking/visitors/public_parking.html

Local cab companies

Ambassador Brattle Cab (Cambridge) Phone: 671-492-1100	Checker Cab of Cambridge Phone: 617-497-9000
Boston Cab Phone: 617-262-2227	Metro Cab (Boston) Phone: 617-242-8000
Cambridge Cab Company Phone: 617-498-0006	Town Taxi (Boston) Phone: 617-536-5000
Cambridge Taxi Phone: 617-492-7900	Yellow Cab (Cambridge) Phone: 617-547-3000



DIRECTIONS to MIT Kresge Auditorium

Note: there is no parking available at Kresge, see previous note

Please note that the Longfellow Bridge is currently closed to traffic westbound from Boston to Cambridge.

Driving from South:

Follow Rt. 3N or I-95N to I-93N. Take exit 26 for Storrow Dr West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right. **(Note: there is no parking available at Kresge, see previous note)**

Driving from West:

I-90 East (Mass Pike) to Exit 18, Cambridge/Somerville. Straight over bridge, turn right onto Memorial Drive. Turn left into Aubrey Street, just past the Hyatt Hotel. Turn right onto Vassar Street. Continue to Massachusetts Ave. Turn right onto Massachusetts Avenue. Turn right into Amherst Alley. Kresge Auditorium is to your right. **(Note: there is no parking available at Kresge, see previous note)**

Driving from North:

Follow I-95S to I-93S. Take exit 26 for Storrow Dr West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right. **(Note: there is no parking available at Kresge, see previous note)**

Driving from Logan International Airport:

Follow signs through Sumner tunnel to Storrow Dr. West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right. **(Note: there is no parking available at Kresge, see previous note)**

VIA PUBLIC TRANSPORTATION

From Subway Red Line:

From Boston or South: Take the Red Line to Kendall/MIT Square Station. Exit to street level and cross the street to MIT Press to take the MIT shuttle to Kresge Auditorium. You may also take the CT2 Ruggles via MIT/Kendall bus to 77 Massachusetts Ave. Kresge Auditorium will be on your right. Alternatively, you may walk by continuing on Main until Vassar Street. Turn Left, walk to Massachusetts Avenue. Turn left onto Massachusetts Avenue. Turn right into campus at 77 Massachusetts Avenue. Kresge Auditorium is across the open grass space on your left. It is a 10-12 minute walk.

From Harvard or Alewife Stations:

Take the Red Line to Central Square Station. Exit to street level. Take the CT1 BU Medical Center or the #1 Dudley Station via Mass Ave bus to 77 Massachusetts Avenue. Kresge Auditorium will be on your right.

From Subway Green Line:

Take the Green Line B, C or D trains to Hynes Convention Center/Massachusetts Ave stop. Exit the station and at the street take the #1 Harvard via Mass Ave bus or the CT1 Central Square Cambridge bus toward Cambridge and across the Mass Ave/Harvard Bridge to 77 Massachusetts Ave. Kresge Auditorium will be on your left.

Additional information about taking public transportation may be found at <http://www.mbta.com>.

www.mitcio.com