

## Keynote Speakers

### Morning Keynote: David Linabury, Senior Vice President, Social Media Director, Campbell-Ewald

(9:00am-9:45am, Ballroom)



**Dave Linabury** is Senior Vice President, Social Media Experience Director at Campbell-Ewald, a 1,100-person marketing and advertising agency with \$239 million in revenues in 2009. He provides leadership to the Social Media Group providing insights and strategic direction for the agency's clients. He is a nationally recognized blogger and frequent speaker and panelist at major social media forums.

Dave has been working digitally since 1984 when he bought his first Macintosh. By 1987, he had authored two programs and by 1994 won his first award for Web site design. Since then he has worked with a variety of companies, including the Los Alamos Nuclear Laboratories, IDEO and Disney. He has won over 20 web awards, including a Webby for his personal blog, Davezilla. Dave joined Campbell-Ewald in 2004, working with the General Motors Innovation Zone — a think tank for advanced technologies.

Dave's background in social media began in 1999 when he became one of the first bloggers at a time when blogs were being referred to as "news filters." In 2000, he began assisting Michel, a developer in France on one of the first PHP-MySQL based blogging applications called B2. In 2004, they turned B2 over to Matt Mullenweg who renamed it as WordPress. It is now the most commonly used software for blogging.

In 2005, while Facebook was still an internal hobby at Harvard, Dave and another Campell-Ewald employee invented spidering software to track blogs for Campbell-Ewald. Others joined in as forerunners of Campell-Ewald's Social Media Group to create two major initiatives for Chervolet: The Tahoe Apprentice, a build your own video tool, and HHRya, a mobile video contest. Tahoe Apprentice garnered over 22,000 consumer-generated videos, and HHRya fared even better, with 54,000 mobile video entries. His later projects included NAVYForMoms, an online community nearly 30,000 supporting the mothers of our troops. The community has been featured on Oprah, in *Wired* and in *The New York Times*. It won the Silver Effie in 2009, Best Military Site of 2009 and the Gold Echo Award.

As the Director of Social Media at Campbell-Ewald, Dave has increased staff from two in 2006, to 26 in 2009. His team works on nearly all of Campbell-Ewald's clients. They currently manage communities, social networks, and profiles for 16 clients.

**Lunch Keynote: Peter Morville, Author of *Ambient Findability*, Founder of Semantic Studios**

**(1:00pm-1:45pm, Ballroom)**

“Search Patterns: The Future of Discovery”

Search is among the most disruptive innovations of our time. It influences what we buy and where we go. It shapes how we learn and what we believe. It's also a radically multidisciplinary, creative challenge. In this talk, Peter Morville defines a pattern language for search and discovery that embraces user psychology and behavior, cross-channel information architecture, multisensory interaction, and emerging technology. He identifies design principles that apply across the categories of web, e-commerce, enterprise, desktop, mobile, social, and real-time. And, he explains how future methods and user experience deliverables can help us to create better search interfaces and applications today, and invent the improbable discovery tools of tomorrow.



Peter Morville is a writer, speaker, and consultant. He is best known for helping to create the discipline of information architecture. His best-selling books include *Information Architecture for the World Wide Web* and *Ambient Findability*. Peter's latest book, *Search Patterns*, is being published by O'Reilly Media in 2010. He advises such clients as AT&T, Harvard, IBM, the Library of Congress, Microsoft, the National Cancer Institute, Vodafone, and the Weather Channel. His work on experience strategy and the future of search has been covered by *Business Week*, *The Economist*, *Fortune*, NPR, and *The Wall Street Journal*.

Peter lives in Ann Arbor, Michigan with his wife, two daughters, and a dog named Knowsy. He blogs at [findability.org](http://findability.org).

## Panels

### **Managing Change Beyond Web 2.0: Donald Barry, Associate Partner, IBM Global Business Services, Canada**

**(11:20am-12:30pm, Pond)**

A project such as the implementation of an Asset Management system is typically 20% process, 20% technical and 60% getting people to adopt and internalize the new processes and associated disciplines to make the transition a success. Completing a major project change with a new process to adopt and little user compliance to the new process is not how you want your project to end.

This session will look at why changes in an Asset Management process typically need to happen and how successful projects leverage change management to help the affected stakeholders embrace the change.

This presentation will feature 11 successful related implementations and how they felt change management contributed to the success of their project. As well we will look at real steps that will help to manage stakeholder, and end user expectations and acceptance.

#### Key Points

- Challenges maintenance organizations face today
- The benefits of improving maintenance
- Why change management is important in a Asset Management implementation
- Survey of 11 Asset Management large implementations with a change management focus
- Example of change management steps and plans
- Critical success factors of change management



**Donald Barry** is an Associate Partner, leading IBM Canada's Supply Chain Operations and Enterprise Asset Management Consulting Practice, within IBM's Global Business Services Group. This includes the Maximo implementation practice for Canada and the Caribbean.

He is experienced at creating maintenance and distribution process improvements and developing inventory reduction strategies with increased service levels. He specializes in solving asset management, distribution and asset re-utilization business problems. His in-depth experience includes world class inventory optimization and re-utilization techniques as well as leading the coordination of many service business mergers and divestitures. He has over 33 years in service delivery support systems and application development including three years in field service management and 15 years directly in business process development and supply chain management.

Mr. Barry has successfully managed numerous projects and has directed staff in several operational and technical capacities with line organizations of up to 140 people. He managed all aspects of IBM Canada's maintenance parts logistics from 1987 to 1994, including the coordination of inventory management, warehousing, delivery, product and customer support strategies, and parts re-utilization.

Mr. Barry is lead instructor of the University of Toronto, 'Physical Asset Management Certification'

training, held twice a year at U of T and also taught at the University of West Indies, in Trinidad. His consulting clients have included leading companies in Computer Technologies, Field Service Operations, Airlines, Train Manufacturing, Mining, Oil and Gas, CPG, Power Generation and Power Transmission and Distribution.

On September 2007, Mr. Barry received the Federated Press "Lifetime Achievement Award in Plant and Production Maintenance."

## Health Informatics

**(10:00am–11:10am, Pond)**

Panel Lead: Naroo Krishnan, Ross School of Business

Description: From basic EHR (electronic health record) solutions to advanced clinical decision-support systems, from personal health management software to streamlined corporate benefit administration tools, the field of health informatics seeks to improve the delivery of healthcare services and information with a focus on the patient, the provider, and the patient-provider interactions. While the field of health informatics is still arguably in its infancy stage, how will technology, medical advances, a growing population, and the business as well as the regulatory landscape transform the way health information is delivered and managed in the future?

### Moderator:



**Dr. Kai Zheng** is Assistant Professor of Health Management and Policy in the School of Public Health and Assistant Professor of Information in the School of Information at the University of Michigan. His research and teaching are in the area of information systems, particularly focusing on health informatics, which studies the use of information, communication, and decision technologies in healthcare delivery and management. He holds a PhD in Information Systems from Carnegie Mellon University, where his dissertation entitled "Design, Implementation, User Acceptance, and Evaluation of a Clinical Decision Support System for Evidence-Based Medicine Practice" received the 2007 William W. Cooper Doctoral Dissertation Award in Management or Management Sciences.

### Panelists:



**Dr. Vanathi Gopalakrishnan** is an Assistant Professor of Biomedical Informatics in the School of Medicine at the University of Pittsburgh. She has secondary appointments in the Intelligent Systems Program and the Department of Computational Biology. Her research encompasses the development and application of symbolic, probabilistic and hybrid machine learning techniques to the mining of structural, genomic and clinical databases in order to learn useful, robust models and associations. Gopalakrishnan received her PhD. in Computer Science, and is fundamentally interested in technologies for data mining and discovery that allow the incorporation of prior knowledge. Her current collaborative projects include modeling of protein sequence-structure-function relationships and identification of disease-specific proteomic biomarkers for neurodegenerative diseases, lung and breast cancer. She is the recipient of a five-year K25 Mentored Quantitative Research Career Award from the National Institute of General Medical Sciences. Gopalakrishnan also serves as an affiliated faculty member at the University of Pittsburgh Center for Amyotrophic Lateral Sclerosis (ALS) Research directed by Robert Bowser, PhD. This collaboration resulted in Gopalakrishnan receiving a Pitt Innovator Award in 2006 for successfully licensing technology developed in her and PhD advisor, Prof. Bruce G. Buchanan's laboratory to a biotech startup company in Pittsburgh called Knopp Neurosciences, Inc. that performs biomarker validation studies. The technology employs rule learning to discover potential disease-specific biomarkers from proteomic mass spectra, and was applied to biomarker discovery from cerebrospinal fluid

profiling for detection of ALS.

Between 1996 and 1998, Gopalakrishnan was involved as a co-founder of Intelligent Systems, M.D. (that now forms the nucleus of NASDAQ –listed ICAD) in Clearwater, Florida. This company developed software that performed second reading of digital mammograms to facilitate early detection of breast cancer.



**Keith Cox** joined A.D.A.M. in 2009 to direct A.D.A.M.'s engineering and information technology resources and to formulate and execute the company's technology vision and roadmap. A.D.A.M. offers online information and technology solutions for employers, benefits brokers, healthcare organizations and Internet companies. A.D.A.M Inc.'s Employer and Broker Solutions help employers and benefits brokers provide employees a better benefits experience while helping to manage workflow and cut costs. Its customizable Health Solutions help hospitals, managed care organizations, and consumer web sites become an integral part of the online consumer healthcare experience.

Mr. Cox most recently served as the Director of Global Partner Business Development in Developer & Platform Evangelism, a division of Microsoft's Server and Tools Organization where he led business development and technology strategy initiatives for Microsoft's largest global partners in healthcare. Before joining Microsoft Corporation in 2001, he held the position of Vice President of Software Development for Royal & Sun Alliance Insurance Group. Previously, he was co-founder and Chief Technology Officer of JobCostOnline.com and was a co-founder of Healthcare.com. In his career, Cox has held senior technology leadership and advisory positions with McKesson/HBOC, Gerber Alley/First Data Corporation and BellSouth Telecommunication's Science & Technology organization. Keith also sits on the Board of Directors for the Technology Association of Georgia (TAG).



**Dr. Safwan Halabi** received his MD from The University of Toledo College of Medicine in 2001 and specialized in diagnostic and pediatric radiology with radiology residency training at Henry Ford Hospital (2001-2006) and pediatric radiology fellowship training at Cincinnati Children's Hospital and Medical Center (2006-2007), respectively. Dr. Halabi joined the Henry Ford Health System as a senior staff radiologist in 2007. In 2008, Dr. Halabi was appointed as the Director of Imaging Informatics at Henry Ford Health System Radiology Department.

With over 1 million diagnostic and interventional imaging exams performed at HFHS and interpreted by over 80 staff radiologists and 50 radiology residents and fellows yearly, the technology driving image acquisition, image distribution and communication requires constant orchestration between the radiology information system team, corporate information technology team, radiology and hospital administration and end-users including physicians, trainees, support staff and patients. Dr. Halabi acts as the clinical liaison between the information technology teams and end-users with the goal of improving workflow, preserving quality and safety standards, and stimulating health care innovation.

Dr. Halabi's current projects include development of electronic order entry with decision support,

health care data mining to track clinical outcomes, improving voice recognition and speech understanding technologies to provide better communication to physicians and patients, and improving image distribution through the Picture Archiving and Communication System (PACS). Dr. Halabi is an active member of the Society of Imaging Informatics in Medicine (SIIM) and has collaborated with the imaging informatics groups at Massachusetts General Hospital and the University of Maryland Medical Center.

## Successful Strategies in Social Media

(10:00am - 11:00am, Kuenzel)

Panel Lead: Dan Marano, School of Information

Description: These days, social media is all the rage. Every firm, from startups and nonprofits to large multinationals, wants to take advantage of the social media tools and space for marketing and customer service, but few are doing it well. Our discussion will explore successful strategies for leveraging social networks, viral marketing, and navigating the challenges that companies face in this constantly evolving space. How can social tools best be used to launch a new national product or a local eatery? How should firms monitor feedback, and what are the best practices for tracking and promoting a brand? This panel assembles several award-winning social media professionals who address these questions on a daily basis for both their clients and the whole wide Web.

### Moderator:



**Edward Vielmetti** is Blogging Leader at AnnArbor.com. He has been involved in the commercial development of the Internet for twenty years, helping build infrastructure for securities trading, electronic mail, payment processing, network security, community, and search. In 2006 he was recognized by BBC News as one of the pioneering users of the World Wide Web. Ed is a graduate of the University of Michigan and a former program manager for the School of Information's Community Information Corps. A native of the Upper Peninsula, he believes that Ann Arbor is overrated, and points to the prevalence of deep puddles of slush in the gutters of city streets in February as evidence.

### Panelists:



**Marta Strickland** is the Manager of Social Media Strategy at Organic Detroit. She joined Organic over two years ago, and has since worked on a variety of brands including Kimberly Clark, Chrysler, Dodge, Jeep, and Bank of America. In her role, she has made it her mission to define best practices on emerging technology trends and discover new ways to leverage social media to connect with consumers. She frequently voices her mind and evangelizes the power of social media as Editor-In-Chief of the Organic blog, ThreeMinds.

The rest of Marta's story can be pieced together from her growing digital lifestream, 8000 Flickr photos, 3000 delicious bookmarks, 3500 Twitter updates. She began her life on the sandy dunes of Lake Michigan, where she returns every summer. Her passions include the world of wine, the web, and whatever comes in between. And she claims the unofficial title of "Organic Strategist with the largest collection of 'so bad, they're good' 80s horror movies."



**Dave Linabury** is Senior Vice President, Social Media Experience Director at Campbell-Ewald. He provides leadership to the Social Media Group providing insights and strategic direction for the agency's clients. He is a nationally recognized blogger and is a frequent speaker and panelist at major social media forums.

Dave has been working digitally since 1984 when he bought his first Macintosh. By 1987, he had authored two programs and by 1994 won his first award for Web site design. Since then he has worked with a variety of companies, including the Los Alamos Nuclear Laboratories, IDEO and Disney. He has won over 20 web awards, including a Webby for his personal blog,

Davezilla. Dave joined Campbell-Ewald in 2004, the General Motors Innovation Zone — a think tank for advanced technologies.



**Mariah Cherem** serves as the Metro Detroit community manager for [Yelp.com](http://Yelp.com) – a website that connects people with great local businesses, anything from restaurants, bars and spas to dentists, the best place to catch some [music](#), even the [Detroit Derby Girls](#). As the local Community Manager, Mariah nurtures community on and off the site -- reaching out to individual "yelpers", hosting events, and presenting to and coordinating with local businesses and nonprofits.

About Yelp: Yelp is site that connects people with great local businesses. More than 26 million people visited the site in October 2009 and more than 8 million reviews have been posted to the site - that's over 2 million reviews in the past 6 months, alone. Consumers can now take Yelp on the road with nifty mobile applications for the iPhone, Blackberry and Palm Pre or by visiting [mobile.yelp.com](http://mobile.yelp.com). You can also "augment your reality" with Monocle, on the iPhone 3GS Yelp app.

## The Future of Mobile Applications

(11:20am-12:30pm, Kuenzel)

Panel Lead: Justin Adams, School of Natural Resources/Ross School of Business

Description: With more than 4 billion mobile phone subscribers worldwide, 500 million 3G users, and more than 2 billion iPhone app downloads, what are the possibilities for mobile applications? From SMS to augmented reality, what technologies are poised to flourish? How can mobile applications be used to entertain, inform, education, and enhance life? What are the most successful business models? This panel will bring together several experts to discuss the trends and potential futures in the mobile application space.

### Moderator:

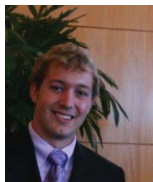


**Elliot Soloway** is an Arthur F. Thurnau Professor with appointments in the Dept. of EECS, College of Engineering, the School of Education, and the School of Information at the University of Michigan. For the past 10 years, Elliot has been exploring how mobile computing technologies can be effectively used in K-12 classrooms. In 2001, the undergraduates at the University of Michigan selected him to receive the "Golden Apple Award" as the Outstanding Teacher of the Year. In 2004, the EECS College of Engineering HKN Honor Society awarded Elliot the "Distinguished Teacher of the Year Award." Elliot is a co-founder and CEO of GoKnow Learning, Inc.

### Panelists:



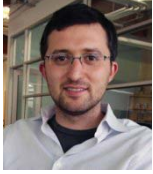
**Boyd Cohen, Ph.D** is the President of GenGreen Digital Media. Boyd is a recovering academic having taught sustainable entrepreneurship most recently at Simon Fraser University. He is a serial green entrepreneur with past projects including Recollective Consulting and Visible Strategies. Also known as BelugaBoyd, he's a LEED-accredited professional and consulted on the Athlete's Village for 2010 Olympic Games in Vancouver. Boyd serves on the communications committee for the Dalai Lama Centre for Peace in Vancouver. He's an avid snowboarder and mountain biker.



**Jason Bornhorst** is a recent alumnus of the University, and spends his time developing award-winning travel applications for mobile devices at Mobiata. Jason is also a co-founder and student lead at the TechArb, a University sponsored small business accelerator. Jason is committed to building the entrepreneurial community in Ann Arbor.



**Karl Rosaen** is an Ann Arbor native, and U of M graduate who recently moved back to town after 4 years working at Google. He spent the past two years on the Android team, helping to launch the initial 1.0 product, and the subsequent "cupcake", "donut", and "clair" (Android 2.0) releases. Karl is currently working on [realtimefarms.com](http://realtimefarms.com) which aims to empower local farmers and raise awareness of the availability of fresh local produce.



**Andrew Sinkov, VP Marketing, Evernote**

Andrew is a skilled marketer with experience growing companies and helping consumers understand complex and varied product offerings. Before joining Evernote, Andrew ran global marketing and communications for CoreStreet, a provider of identity management and security software used by millions of individuals worldwide. Andrew's approach to marketing and social media has been profiled in numerous books (Twitterville, Twitter Means Business), print and online publications. Andrew holds a BA in Psychology from the University of Michigan.

## **4G Smartphones and Beyond**

**(2:00pm-3:10pm, Kuenzel)**

Panel Leads: Abhishek Mishra, Ross School of Business and Manvindu Bhardwaj, Ross School of Business

Description: The next generation of wireless networks has already started taking shape. 4G networks are starting to come up in many cities in US and internationally. And with many emerging economies adopting broadband networks on a large scale these technologies are poised to have a global impact. The goal of anytime anywhere information finally seems to be within reach.

This panel will explore:

- What are the key drivers for adoption of these next generation wireless technologies?
- What does the future of information exchange devices look like?
- What companies are better equipped to take advantage of this rapidly changing market space?
- Are these going to have a disruptive impact on established carriers?
- Impact on economies, who benefits more, emerging economies or the developed ones?
- What is the impact of these technologies on the information services markets especially in the emerging economies?

### **Moderator:**

**Abhishek Mishra**, Ross School of Business

### **Panelists:**



**Dr. Phil Hendrix** is the founder and director of immr ([www.immr.org](http://www.immr.org)), a research and consulting firm focused on “very new” product and market opportunities. He specializes in helping organizations identify, verify, and capitalize on opportunities for products that are new-to-customers and very often new-to-market. Dr. Hendrix has developed perspectives and research-based tools to uncover customers’ unmet needs, reveal hurdles slowing adoption, trigger interest and accelerate purchase, and determine features and pricing to maximize market penetration.

Phil has led significant engagements with dozens of market leaders (including Allstate, American Express, AT&T, LexisNexis, Sony Ericsson, Sprint, United Healthcare, UPS, US Oncology, Verizon, Vonage, and others) and numerous startups (such as Company.com). He has also published numerous articles and reports on the Mobile market, including a forthcoming four-part series on Location-based Innovation (see <http://pro.gigaom.com/>).

Before founding immr, Phil was a partner with DiamondCluster (strategy and technology consultancy), founder and head of IMS (Integrated Measurement Systems), and a principal with Mercer Management Consulting. He has held faculty and research positions at Emory University and the University of Michigan, where he taught courses in research design and analysis, buyer behavior, and marketing strategy, and the Survey Research Center at U. of Michigan. Phil received his PhD in marketing from the University of Michigan. He can be reached at

phil.hendrix@immr.org.



**Elliot Soloway** is an Arthur F. Thurnau Professor with appointments in the Dept. of EECS, College of Engineering, the School of Education, and the School of Information at the University of Michigan. For the past 10 years, Elliot has been exploring how mobile computing technologies can be effectively used in K-12 classrooms. In 2001, the undergraduates at the University of Michigan selected him to receive the “Golden Apple Award” as the Outstanding Teacher of the Year. In 2004, the EECS College of Engineering HKN Honor Society awarded Elliot the “Distinguished Teacher of the Year Award.” Elliot is a co-founder and CEO of GoKnow Learning, Inc.



**Jim Jakary, Account Manager for Enterprise Sales, Research in Motion (RIM)**

Jim Jakary is an Enterprise Sales Named Account Manager for Research In Motion (RIM). RIM is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market. Through the development of integrated hardware, software, and services that support multiple wireless network standards, RIM provides platforms and solutions for seamless access to time-sensitive information including email, phone, SMS messaging, collaboration, business & social networking, Internet and intranet-based applications.

Jim has been responsible for BlackBerry efforts with global strategic corporate & government customers, wireless carriers, software, integrator, dealer, retail and channel partners in eight states in the Great Lakes region. Before joining RIM in 2000, Jim managed, consulted and sold technology solutions for 12 years within the professional services groups of Software Spectrum, Andersen Consulting and General Dynamics Data Systems Division. His projects include work for many Fortune companies, especially those in Michigan & Ohio. He is a frequent presenter at strategic technology events including Angelbeat “Internet Untethered”, FuturTech, ITEC, and wireless carrier seminars. Mr. Jakary earned his Bachelors in Business Administration from the University of Michigan Business School in 1988, began his MBA at San Diego State University, and is a Certified Management Accountant. He resides in Michigan with his wife and two children.



## **The Future of Journalism: New Technology, New Players, New Financial Models**

**(2:00pm-3:10pm, Pond)**

Panel Lead: Emilia Askari, School of Information

Description: As the traditional model for news industry collapses, we explore the crises and opportunities created by new technology. Hear the story of a media entrepreneur who envisioned his pioneering investigative business news site while on a fellowship at U of M. Talk with the technology director of the most popular news aggregators on the web, The Huffington Post. Discuss the evolving business model for news with the Detroit bureau chief of the Wall Street Journal. Meet a manager at the largest newspaper company in the country who's spearheading prize-winning online innovations aimed at saving mainstream journalism. We'll leave plenty of time for your questions.

### **Moderator:**

**Emilia Askari** is a journalist with more than 20 years experience on the staffs of large newspapers including the Detroit Free Press, the Los Angeles Herald Examiner and the Miami Herald. While reporting stories from windswept tip of Tierra del Fuego to the cozy den of a sleeping Michigan black bear, Emilia won more than a dozen prizes and fellowships, including a Knight Wallace Journalism Fellowship at the University of Michigan. Since September, she's been a master's student at the university's School of Information. Emilia also teaches environmental journalism as an adjunct lecturer for the university's Program in the Environment and School of Natural Resources and Environment.

### **Panelists:**

**Christopher Carey** is editor and president of Sharesleuth.com. He's been a business reporter for more than two decades, most recently at the St. Louis Post-Dispatch, where he produced a series of articles on global stock fraud ([www.stltoday.com/stockfraud](http://www.stltoday.com/stockfraud)). He specializes in digging through SEC filings, court records and other documents to find information that companies try to bury, and in tracking the activities of known securities-law violators.

**Neal Boudette** is the Detroit Bureau Chief for the Wall Street Journal.

**Jim Finkelstein** is News Editor/Digital at the Detroit Free Press, where he helps oversee production of [freep.com](http://freep.com). He has held various editing roles at the newspaper for the past two decades. Jim Finkelstein is news editor for [freep.com](http://freep.com), the web site of the Detroit Free Press, working with a staff of 15 editors, Web producers and designers on the daily news site and also specialty sites [Detroit.momslikeme.com](http://Detroit.momslikeme.com) and [Detroit.metromix.com](http://Detroit.metromix.com). Jim has been a reporter, copy editor, Page 1A news editor and assistant metro editor over his 31 years at the Free Press.



**Paul Berry, Chief Technology Officer, The Huffington Post**

Prior to joining [The Huffington Post](#), Berry was the CTO for Avaaz.org, a sister company to MoveOn.org, which developed a huge international membership in a short time. Berry was CTO of CharterMac, a public real estate finance company that was at its peak market cap of 4 billion. Berry is a graduate of NYU's ITP program and originally built Bplans.com and the Palo Alto Software e-commerce platform. Probably most importantly, Berry was a co-founder of [TheDogIsland.com](#).