

Glassmeyer/McNamee Center for Digital Strategies

Tuck/Cisco Thought Leadership Summit Series Continues

The Thought Leadership Summit on Digital Strategies, co-founded by the center in partnership with Cisco Systems, featured "Service and Support: From Cost Reduction to Revenue Generation" as the topic of its third summit, held on February 11 in Durham, N.C., and "Collaborative Product Generation" at the May 13 summit at the headquarters of the Eaton Corporation in Cleveland, Ohio. Rich Karlgaard, publisher of *Forbes*, moderated both roundtables. The summits are part of an invitation-only series of roundtables for CIOs and senior functional vice presidents to discuss timely business issues and the use of digital strategies as tools in these key business processes. Executives from Fortune 250 companies such as 3M, Cargill, Cisco Systems, Eaton, GM, HP, Lowe's, Staples, and Whirlpool participated in these recent roundtables. Please visit the center's website for summit details, including a link to the abstract of the "The Supply Chain Management Effect," an article written for the *Sloan Management Review* by Center Research Fellow Laura Rock Kopczak and Center Director M. Eric Johnson.

Tech@Tuck

Media and entertainment executives convened at Tuck on November 7 for "Digital Video Media and Entertainment," another in a series of half-day center-sponsored Tech@Tuck events highlighting digital technologies and their implications for individuals and businesses. Glenn Britt T'72, chairman and CEO of Time Warner Cable, headlined the panel, which also included Lisa Sanders D'81, executive director of op-

erations at Sony Pictures Imageworks; Jim Sanduski, vice president of marketing, Visual Display Products Group, Digital Consumer Electronics Division at Samsung Electronics America; and Seth Skolnick D'85, senior vice president, business development, at Paramount Digital. Ed Glassmeyer T'68, co-founder of the center, hosted a dinner for the panelists. Tuck Professor Alva Taylor served as moderator. Major topics included the need for cooperation among industries in the value chain and the importance of protecting intellectual property value. In terms of opportunity, Britt said that the key to success is creation of value to consumers. "For the consumer, it's all about choice."

Another Tech@Tuck event, "Mobile Interactivity: Why Should Business Managers and Consumers Care?" was held on April 24 and focused on the impact mobile services and devices will have on our lives as consumers and business leaders. The event featured a display and demonstration of mobile devices; "Start-up vs. Large Tech—Career Hot Spots for MBAs," a small group career discussion for MBAs interested in the mobile-technology arena; and a dynamic panel of senior business executives debating the future and relevance of mobile technology. Featured panelists included Jim DeBelina, director, Enterprise Solutions, Motorola; Joe Gensheimer, COO, Cometa Networks; Jim Slaby D'83, senior industry analyst, Forrester Research; and Bob Maher, Director of Strategic Planning, Mobile Devices, Microsoft. The panel was moderated by Stephen Wellman, editor, *FierceWireless*.

[www.tuck.dartmouth.edu/
digitalstrategies](http://www.tuck.dartmouth.edu/digitalstrategies)

William F. Achtmeyer Center for Global Leadership

CEO Leadership Summit: Crisis in Trust Debate

Ten CEOs and senior executives spent an afternoon debating the tough issue of how to restore trust at the second annual CEO Leadership Summit, an event created by the center and moderated by Center Director Vijay Govindarajan. This year's event was hosted by Goldman Sachs on March 11 in New York City.

For more about the event, see the feature "Crisis in Trust: The CEO Perspective" on page 11.

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