

## Glassmeyer/McNamee Center for Digital Strategies

### The Customer-Centric Approach

A truly customer-centric approach puts the end-customer at the center of gravity of the mindset, structure, and activities of the entire corporation. This was the general conclusion of a group of senior Fortune 500 executives who met together on September 9 in Indiana for "Enabling a Customer-Focused Organization," the fifth roundtable in the Thought Leadership Summit on Digital Strategies series. Participants included executives from Cargill, Cisco Systems, Colgate-Palmolive, Eaton, HP, Lowe's, Owens Corning, Staples, and Whirlpool.

The summit overview, published by the center, concluded, "Ultimately, this enables true collaboration along the value chain, as the focus of all companies in the chain will be on the same place: the end-customer." Tuck alum John Marshall T'92 co-moderated with Rich Karlgaard, publisher of *Forbes*, and Don Pearson T'91, vice president of marketing and business development for Cargill participated along with Cargill CIO Rita Heise. The Thought Leadership Summit was co-founded by the Center for Digital Strategies at Tuck and Cisco Systems, Inc. as an executive roundtable series for Fortune 500 CIOs and functional VPs to focus on the business issues they jointly face and the enabling role of information technology.

For more information on the summit series, visit [www.tuck.dartmouth.edu/tlsummit](http://www.tuck.dartmouth.edu/tlsummit).

### Alumni Panel on Security and Privacy

As part of Reunion 2003, the center and a select group of alumni presented a panel on security and privacy to returning alums. Each panelist offered a unique view of such issues as how firms should address consumers' security and privacy concerns, whether an investment in security can simultaneously be an investment in efficiency, and what role government and public advocacy groups play.

Professor M. Eric Johnson, center director, and Adam Golodner, associate director for policy at Dartmouth's Institute for Security Technology Studies, set the stage for the panel, which Johnson moderated. Panelists were William Brown T'78, project manager, Institute for Security Technology Studies; Kristiana Helmick T'98, consumer marketing director, Real Simple magazine; Blair LaCorte T'90, executive vice president, Savi Technologies; Bill Pond T'98, manager of site operations, L.L. Bean; and Charles White T'68, visiting professor, U.S. Merchant Marine Academy.

### Radio Tuck—Stay Connected!

Interested in hearing the views of some of your fellow alums and other executives who return to Tuck periodically? Tune in to [www.radiotuck.com](http://www.radiotuck.com) as they share their perspectives on today's business issues. Download an MP3 file or listen to a streamed feed. Visitors to the Radio Tuck site will soon have the option of printing transcripts as well.

Radio Tuck is run by T'04 Lucy Lieberman and is supported by center staff. We hope you will enjoy this additional way to gain knowledge and keep in touch. Let us know what you think.

### The Talented 2003-04 MBA Fellows

Each year, the center selects MBA fellows from among second-year students applying for the positions. This year's fellows are a particularly strong group, with diverse interests and experience in supply-chain management, customer relationship management and related marketing issues, and digital convergence. MBA fellows for the 2003-04 academic year (with college, former and summer employers) are T'04s:

- **Michael Gozycki**  
Holy Cross—Siebel Systems,  
Diamond Phoenix
- **Julio Hartstein**  
Instituto Tecnológico de Buenos  
Aires—America Latina Logistica,  
Cisco Systems
- **Julia Kidd**  
Harvard—Thoma Cressey Equity  
Partners, Project 31
- **Emily O'Brien**  
Georgetown—FreeMarkets Inc.,  
Peri GmbH
- **Jack Shuttleworth**  
Penn State—Boeing, Boeing
- **David Sobie**  
Dartmouth—FreeMarkets Inc.,  
eBay
- **Brian Wallace**  
Penn State—Intel, Home Depot

The fellows work on research projects in an area of interest to them and the center; help organize center events, such as Tech@Tuck; and host center visitors.

[www.tuck.dartmouth.edu/  
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