

Participant List
Using and Stewarding Customer Data
October 4, 2007

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Barry Bramlett	Director of Market Reach Hilti North America
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Jake MacLeod	Principal VP and Chief Technology Officer Bechtel Fellow Bechtel Communications, Inc.
Dave Margulius	Technology Analyst and Consultant Enterprise Insight
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Geir Ramleth	Senior VP and CIO Bechtel Group, Inc.
Werner Reinartz	Professor of Marketing University of Cologne
Doug Schwinn	Senior VP and CIO Hasbro, Inc.
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John Thompson	Systems Fellow Lead, Customer Value Creation Information Technology Organization Eastman Chemical Co.
Kin-Ching “KC” Wu	Director, Operations, Enterprise Data Solutions Group Cisco Systems, Inc.