

Tuck roundtable brings together top IT execs to discuss strategies in using customer data

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HANOVER, N.H.— On October 4th, the Center for Digital Strategies at the Tuck School of Business at Dartmouth will run a roundtable discussion focused on the chief opportunities and challenges in using customer data, including security, privacy, and customer relationship management issues. The roundtable, to be hosted at the Tuck School of Business in Hanover, New Hampshire, is part of the Thought Leadership Roundtable on Digital Strategies series.

Chief information officers (CIOs) and other senior executives from leading companies will participate in the roundtable, which will analyze questions like: What are some strategies for meeting and exceeding customer expectations with data use? How do firms measure success in the use of data? How can firms ensure that customers are willing participants in helping create value from data? And how does Web 2.0 impact this and change how they engage the customer community?

Participating companies include 3M, Bechtel, BMW Group, BT Group, Cisco, Eastman Chemical, Eaton, Hilti, and Johnson & Johnson. They will be joined by academics from Tuck and the University of Cologne. John Marshall, a Tuck professor of marketing and technology management, will moderate the discussion.

The Thought Leadership Roundtable on Digital Strategies series is an executive roundtable series held in locations around the globe in which Global 1000 CIOs and functional/business vice presidents discuss business issues and the enabling role of information technology. The moderated discussions among executives and academics prompt a focused, participative collegial working group. Participating CIOs are encouraged to bring senior executive colleagues from other functions in their corporation so that they may further their thinking on the topic together, while also benchmarking with peers from other industries. The aim of each roundtable is to share best practices, discuss problems, and examine possible leading-edge solutions.

The roundtable series is run by Tuck's Center for Digital Strategies with the guidance of a newly expanded executive committee from ABB, Bechtel, BMW, BT, Cargill, Cisco Systems, Hasbro, and Nestlé.

The Center for Digital Strategies promotes the development and practice of digital strategies—the use of technology-enabled processes to harness an organization's unique competencies, support its business strategy, and drive competitive advantage. Through its programs and research, the center examines the impact of technology on all aspects of management and strategy, including supply chain, marketing, and product development.

The center also addresses issues throughout the extended enterprise, including globalization, organizational change, and information security.

To read more about this upcoming roundtable, visit www.tuck.dartmouth.edu/roundtable. To receive a copy of the overview that will be released after the roundtable, please contact the Center for Digital Strategies at 603-646-0899.

Founded in 1900, Tuck is the first graduate school of management and consistently ranks among the top business schools worldwide. Tuck remains distinctive among the world's great business schools by combining human scale with global reach, rigorous coursework with experiences requiring teamwork, and valued traditions with innovation.