

Tuck roundtable brings together top IT execs to discuss Web 2.0

FOR IMMEDIATE RELEASE: May 30, 2007

CONTACT: Kim Keating — tuck.public.relations@dartmouth.edu
603-646-2733

HANOVER, N.H.— On June 19, 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 that the phenomena of Web 2.0—blogs, social networking, user-generated content, software as a service, the transformation of video on the web, etc.—presents to corporations. The roundtable, to be hosted by IBM in Palisades, New York, 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 the most important actions corporate leaders can take to support the use and growth of Web 2.0 as a collaboration enabler; what are the implications of Web 2.0 in engaging the customer community; and can Web 2.0 technologies help negate some of the drawbacks of large corporations—e.g., scale, lack of navigability, impersonal nature, bureaucracy?

During the daylong discussion, executives will be joined by academics from Tuck to discuss the impact of Web 2.0 on marketing and customer/ultimate consumer engagement, the changing environment for corporate communications and human resources, and the challenges of governance of this phenomenon for corporations. Participating companies include 3M, BT Global Services, Cisco, Eastman Chemical, GM, IBM, ING, JPMorgan Chase, Ogilvy & Mather Worldwide, and Time Warner Cable. John Gallant, President of *Network World*, will moderate the discussion.

The Thought Leadership Roundtable on Digital Strategies series, an executive roundtable series held in locations around the globe in which Fortune 500 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 function 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 an executive committee of CIOs from Bechtel, Cargill, Cisco Systems, and Hasbro. The roundtable generally meets three times each year.

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 the [Thought Leadership Roundtable on Digital Strategies](#) website. 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.