



## Consumer Products Track – Business Leadership Forum

Learn how IBM clients are aligning their organizations around information and leveraging analytic capabilities to shape business outcomes. Consumer Products want to leverage advanced information and analytics capabilities to build lifetime consumer relationships, improve collaboration with channel partners, develop smarter manufacturing and supply networks, and manage business performance through enterprise visibility. Learn from leading CP organizations and industry experts on how you can benefit from leveraging IBM's Big Data capabilities and exploit new data types and sources of information to fuel the analytics insights and actions needed to achieve your strategic goals.

Tuesday, November 5, 2013	Time	Speakers	Session #	Room
Smarter Consumer Products with Big Data and Analytics	10am – 11am	Robert Debicki, IBM	LCP-2760	South Pacific J
Transforming Nike Planning - Curing Information Paralysis with Better Data Analysis	1:45pm – 2:45pm	Sara Johnston, Nike	LCP-1952	South Pacific J
From Weekend Warrior to Olympic Decathlete: Maximizing Cognos 10.2 Usage at Nike	3pm – 4pm	Meadow Heath, Nike David B. Vinson, IV, Nike	LCP-1299	South Pacific J

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Wednesday, November 6, 2013	Time	Speakers	Session #	Room
Improve the process for new product development using IBM Case Manager	10:00am – 11:00am	Luciano Balzarini, CST Consulting	EAC-1629	South Pacific A

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