

# Annual Report 2008-09

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## LETTER FROM THE DIRECTORS

Dear Stakeholder,

With graduation over, we are excited to share the success of the past year and even more excited to further our progress for the upcoming year. To learn more, we invite you to browse our Annual Report for details on this year's events, people and publications.

Sincerely,

M. Eric Johnson

Director

Hans Brechbühl

Executive Director

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## PROGRAMS AND EVENTS

### CORPORATE ROUNDTABLES

This year, the center organized three corporate roundtables for the Roundtable on Digital Strategies series. Each roundtable consisted of 15-20 CIOs and functional VPs from Fortune 1,000 companies and 2-3 senior academics engaged in a day-long moderated roundtable discussion. Together they shared perspectives on a specific business issue, wrestled with concerns common across sectors, and worked to identify digital strategies that create and sustain competitive advantage. Event summaries and/or content overviews (and much more) are available for each roundtable at the links below:

#### [Leading the IT Organization of the Future \(Europe\)](#)

April 17, 2009 • Schaan, Liechtenstein • hosted by Hilti

#### [Leading the IT Organization of the Future \(U.S.\)](#)

February 25, 2009 • Arlington, VA • hosted by DISA

#### [Global Mindset, Virtual Organization: The Changing Nature of Corporations](#)

September 18, 2008 • Munich, Germany • hosted by BMW

## EXECUTIVE EDUCATION

This year, in partnership with Tuck's Executive Education, the center facilitated and carried out the Business Essentials for the Information Security Professional (BESP) program for 32 CISOs. This executive education program sought to enhance leadership, financial, and communication skills, so that participants may engage more effectively with other business leaders throughout their enterprise. Participants learned to refine their understanding of risk management and decision making and had the opportunity to share best practices with colleagues from other companies to gain insight into the real-world issues they are facing today. For more information, see the link below: [Business Engagement and the Information Security Professional](#), Held May 12-16 in Hanover, NH at the Tuck Campus.

### BRITT TECHNOLOGY IMPACT SERIES (BTIS)



The BTIS is a center-sponsored offering that hosts leading experts to discuss new technologies, innovations and trends. In addition to Tech@Tuck, this year the center held eight events around the topic of video technology. The series is sponsored by IBM and a generous donation by Time Warner Cable's Chairman, President & CEO, Glenn Britt.

The entire BTIS Series may be browsed here: [BTIS](#)

Tech@Tuck may be seen here: [VIDEO: Winning the Battle for People, Platforms and Profits](#)

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## RESEARCH AND PUBLICATIONS

### ACADEMIC PUBLICATIONS

The center and its affiliated faculty and fellows have made a material contribution to the publication of the following academic papers or publications this year:

Managing Risk of IT Disruptions in Healthcare Settings: A Continuity of Operations Planning Process

Scott Dynes, Stephen Pixley, Douglas Madory

*Proceedings of the 2009 AMCIS*. [Overview in PDF Format \(648K\)](#)

Cyber Security: Are Economic Incentives Adequate?

Scott Dynes, Eric Goetz, Michael Freeman

*Critical Infrastructure Protection*, Springer, editors Eric Goetz and Sujeet Shenoj, 2008. [Overview in PDF Format \(1319K\)](#)

Information Risk of Inadvertent Disclosure: An Analysis of File-Sharing Risk in the Financial Supply

M. Eric Johnson

*Journal of Management Information Systems*, 2008. [Overview in PDF Format \(1319K\)](#)

Ubiquitous Communication: Tracking Technologies within the Supply Chain

M. Eric Johnson

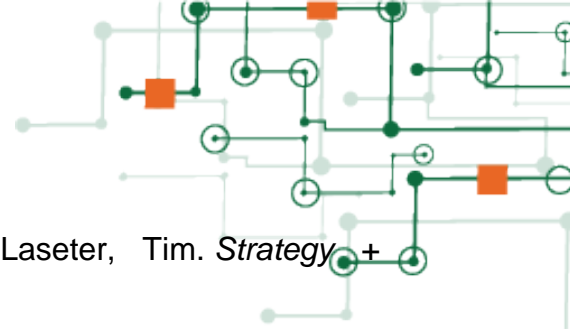
*Logistics Engineering Handbook*, CRC Press, Editor G. D. Taylor, 2008. [PDF Format \(323K\)](#)

The Evolution of the Peer-to-Peer File Sharing Industry and the Security Risks for Users

M. Eric Johnson, Dan McGuire

*Proceedings of the 41st Hawaii International Conference on System Sciences*, 2008. [Overview in PDF Format \(353K\)](#)

### EXECUTIVE PUBLICATIONS



[Reframing Your Business Equation](#); M. Eric Johnson, Laseter, Tim. *Strategy Business* PDF Format (109K)

[Leading the IT Organization of the Future](#) (Europe) *Roundtable on Digital Strategies Publication*. April, 2009

[Leading the IT Organization of the Future](#) (U.S.) *Roundtable on Digital Strategies Publication*. February, 2009

[Global Mindset, Virtual Organization: The Changing Nature of Corporations](#); *Roundtable; on Digital Strategies Publication*. September, 2008

[How to Make Dealerships Strong](#). M. Eric Johnson, Robert Batt . Wall Street Journal

## **CASES**

The center has developed the following cases for the [Vincent L. LaCorte Case Series](#):

*Nolej Studios: Growing a Creativity- Based Company*

Ashley Martin

Length: 27 pages

Case#: 6-0028

[Preview copy in PDF format \(563K\)](#)

*Information Risk Analysis at Jefford's*

Hans Brechbühl, Chris Dunning

Length: 8 pages

Case#: 6-0029

[Preview copy in PDF format \(128K\)](#)

*Technology and Quality at Steinway*

M. Eric Johnson, Joseph M. Hall, David Pyke



Length: 20 pages

Case#: 6-0023

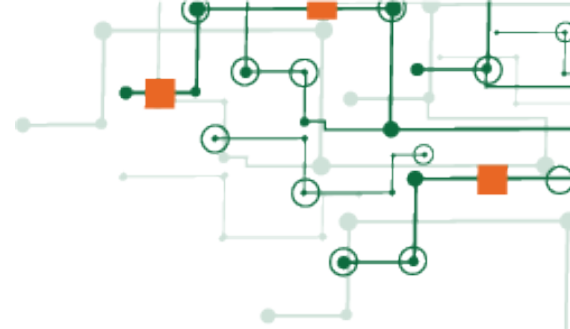
[Preview copy in PDF format \(879K\)](#)

## RESEARCH FELLOWS PROGRAM

The center welcomes the opportunity to work with researchers from an industry, consulting or appropriate government setting on areas of mutual interest. Among the center's research fellows this year were: [Quintus Jett](#) (digital technologies and designing organizations); [Ajit Appari](#) (risk measurement and management of IT investments) [Scott Dynes](#) (information security and security investments); [Xia Zhao](#) (information security and security investments); [Charles H. White, Jr.](#) (transportation security); [Zhizhong Zhou](#), (information systems, open source, supply chain and game theory); and [Robert Bruce](#) (telecommunications). Their latest publications can be found under "Academic Publications" and "Executive Publications" in this report.

## RESEARCH PROJECTS

The center cooperates with and sometimes provides funding to affiliated researchers for research on topics of direct interest to the center. [View on site.](#)



## MBA PROGRAM ENRICHMENT

### MBA FELLOWS PROGRAM

The center offers this program for second-year students interested in digital technology and its broad impact on business today. Fellows have unique networking opportunities with the center's visitors including executives visiting a number of technology related classes; gain a greater understanding of the issues of digital strategies by working with center faculty and events; and are able to do independent research or write a case in an area of interest to the student. This year's fellows were:

Matthew Barber T'09

Charles Cieutat T'09

Philip DeGisi T'09

Robert Levy T'09

Katherine Loarie T'09

Miguel Munoz Marin T'09

Teran Martin T'09

Sheldon Menezes T'09

Rama Oruganti T'09

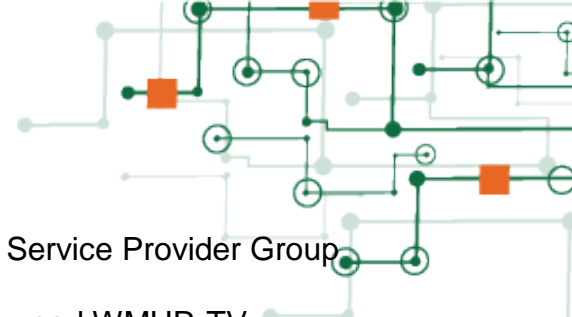
### **Visiting Executives and Academics**

As part of its efforts to enrich the MBA program, the center invites and hosts executives and academics in conjunction with the professors teaching center-affiliated courses or for other events at Tuck. This year we hosted the following visitors for a variety of classes and events:

Steven Abraham, Global Leader Media & Entertainment, IBM

Lars Albright, T'05, VP, Business Development and a founding partner of Quattro Wireless





Tony Bates, Senior Vice President/General Manager, Cisco's Service Provider Group

Jeff Bartlett, President and General Manager, Hearst-Argyle owned WMUR-TV

Glenn A. Britt, President and CEO, Time Warner Cable

Suranga Chandratillake, CEO of blinkx

Keval Desai, Director of Product Management. Google

Carrie Ferman, T'04, Director of Strategic Initiatives, NBC Universal

Joel Hyatt, co-founder and CEO, Current Media

Jonathan Hurd, Director, Altman Vilarie & Co

Yvette Kanouff, Chief Strategy Officer, SeaChange Intl.

James McQuivey, VP, Forrester Research

Robert Quicksilver D'77, Chief Content Officer, Tidal TV

Rich Ross, President, Disney Channels Worldwide

Jed L. Simmons T'87, Chief Operating Officer and Co-founder, Next New Networks

Melody Tan, SVP, Strategy and Business Operations for Content Distribution and Marketing, MTV and BET Networks

Blair Westlake, Corporate Vice, President, Media and Entertainment Group, Microsoft Corporation

Bob Zitter, EVP, Technology and CTO, Home Box Office (HBO)

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## EXTERNAL OUTREACH

### RADIO TUCK, DIGITAL ASSETS & SOCIAL MEDIA

Radio Tuck is an original interview series sponsored by the center and focused on the impact of digital technologies on the corporation of today. Interviews are available on our website as podcasts and in many cases, in video on our YouTube channel. The interviews are regularly featured on the Tuck homepage. The url for the two sites are: <http://digitalstrategies.tuck.dartmouth.edu/media-library/radio-tuck/> and [YouTube](#).

### PRESENTATIONS AND EVENT PARTICIPATION

The center presented at or attended the following events this year:

#### [Access Flexibility with Escalation and Audit](#)

Xia Zhao, M. Eric Johnson

Twentieth Workshop on Information Systems and Economics (WISE 2008)

December 13-14, 2008, Paris France

Topics: Data, Economy, Information Security

#### [Vendor Risk Assessment: Time = Money](#)

M. Eric Johnson

SC World Congress

December 9-10, 2008, Javits Center, New York City, NY

#### [What is resilience, why is it needed, and why is it needed now?](#)

M. Eric Johnson



Workshop on Resilience and Cyber Security

November 19-20, 2008, University of Virginia

[The Psychology of Risk](#)

M. Eric Johnson

ISSA CISO Executive Forum

November 20-21, 2008, Las Vegas, NV

[Balancing Information Access and Risk with Capacitated IT Service](#)

M. Eric Johnson, Xia Zhao

Informs Annual Meeting

October 12-14, 2008, Washington DC

[Information Risk of Inadvertent Disclosure - An Analysis of File-Sharing Risk in the Financial Supply Chain](#)

M. Eric Johnson

Harvard's Technology and Operations Seminar Series

October 2, 2008, Cambridge, MA.

[Cyber Crime and the Psychology of Information Risk: The CISO Challenge](#)

M. Eric Johnson

Interdisciplinary Workshop on Security and Human Behaviour

June 30-July 1, 2008, Boston (MIT)



## **PARTICIPANTS IN ROUNDTABLES ON DIGITAL STRATEGIES**

The center has engaged Fortune 1,000 executives and top academics in a substantive way at its roundtables this year:

Michael Bailey, Senior VP. Bechtel Limited

Urs Bleisch, Head of Corporate IT, Holcim Group Support Ltd.

Bill Blausey, SVP and CIO, Eaton

Barbara Burghard, Vice President Organization, Inhouse Consulting – Principles and Central Functions, BMW Group

Paul Evans, the Shell Chaired Professor of Human Resources and Organizational Development, Professor of Organizational Behaviour, INSEAD

Kerstin Gollner, Managing Partner, Business Experts Consulting Network GbR (BECN)

Olivier Gouin, Group CIO, Nestlé

Pieter Groeneveld VP, Corporate Strategy, KLM Royal Dutch

Allen Ma., President, BT Asia Pacific, BT

William McCorey, VP, Global IT Infrastructure COE, IBM

Louise Mors, Assistant Professor of Strategic and International Management, London Business School

Stefan Odenthal, SVP, Head of Corporate Development / CSO, Hilti Aktiengesellschaft

Alois Zwinggi, Head, Corporate Human Resources Management, Holcim Group Support Ltd.

Jan Babst CIO, EMEA Region, Holcim

Barbara Burghardt, Organisation, Inhouse Consulting; Vice President Principles, Central Functions, BMW Group

Kerstin Gollner, Managing Partner, Business Experts Consulting Network GbR (BECN)



Christian Gosch, Managing Director, s IT Solutions Holding GmbH

Herbert Juranek, COO & Member of the Executive Board, Erste Bank der österreichischen Sparkassen AG

Lucas Kuttler, Group CIO, Schindler Informatik Ltd.

Karl Landert, Corporate, CIO, Credit Suisse

Werner Lutz, Head of IT Infrastructure and CTO. Hilti Aktiengesellschaft

Daniel Ott, CIO, Private Banking, Credit Suisse

Martin Petry, SVP and CIO, Hilti Aktiengesellschaft

Karl Probst, SVP and CIO, BMW Group

Al-Noor Ramji, CIO, British Telecom plc (BT)

Haider Rashid Group Senior VP and CIO, ABB

Thomas W. Schmidt, Group VP, Head of Information Systems, ABB Power Products Division

Erin Smith MD, Service Design, Global Services, British Telecom plc (BT)

Jan vom Brocke, Director, Institute of Information Systems, Hilti Chair of Business Process Management, University of Liechtenstein

Franz Wirnsperger, CFO, Hilti Aktiengesellschaft

Christoph Witte. Publishing, Events, Kommunikation and Editorial Director, Computerwoche

Tommy Augustsson, CIO and VP of Information Technology, General Dynamics

Alan Boehme, SVP. IT Strategy and Enterprise Architecture, ING

Frank Boncimino, CIO, Time Warner Cable

Cyndee Burke, VP of Corporate Systems, Eaton

Twila Day, VP and CIO, Sysco Corporation



John Gallant, Executive VP and General Manager, Network World

John Garing CIO and Director of Strategic Planning and Information, DISA (Defense Information Systems Agency)

Tom Hageman, VP, Solutions Development and Support, Time Warner Cable

Rita Heise, Corporate VP and CIO, Cargill, Incorporated

Michael Krieger, Deputy CIO G-6, United States Army

Ingmar Leliveld, Batten Fellow, Darden School of Business. University of Virginia. Management Consultant, Leliveld & Company

William B. Osborne, Director, Engineering, Manufacturing and Network Systems, General Dynamics

Ernie Park, VP and CIO, 3M

Geir Ramleth, CIO, Bechtel Corporation

Bobbie Stempfley, Deputy CIO and Vice Director for Strategic Planning and Information, DISA (Defense Information Systems Agency)

Lucas Wagenaar, VP, Information Technology, Sysco Corporation

T. Scott Zimmerman, Manager of Enterprise Systems, Bechtel Corporation

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## EXECUTIVE FELLOWS

We welcome the opportunity to be affiliated with the following thoughtful executives who share common interests and are engaged with the work of the center:

Adam Golodner. Director, Global Security and Technology Policy for Cisco Systems, Inc. Edward G ranger-Happ, Global CIO, International Red Cross and Red Crescent Societies (IFRC)

LaCorte, Operating Partner, Texas Pacific Group

Consultant, Enterprise Insight

Sam Kinney

Dave Marg

Govind M arshall, Partner, Bridgespa