From Facebook to Goldman Sachs and Microsoft to Xerox, the world’s most forward-thinking companies in nearly every industry are embracing a new discipline – Technology Business Management (TBM).

Proven to help technology leaders run the business of IT, TBM is changing the conversation about IT’s role in the enterprise by adapting business principles and processes, empowering the CIO to operate much like the CEO of an IT as a Service business.

The TBM Council convenes technology executives to collaborate on how to measure, optimize and communicate business value. Our framework defines essential disciplines like cost transparency and benchmarking, service portfolio management, value-based scorecarding, demand-based IT planning, and more. Our innovative work has drawn the engagement of leading institutions—including The Wall Street Journal, KPMG, Columbia University, and MIT—who are exploring the link between IT initiatives and economic value. Unlike other executive forums, the TBM Council is the only one comprised of real-world IT leaders focused on solving the problem of how to create the most value by collaborating with business partners.

**TO ACHIEVE THIS END, THE TBM COUNCIL HAS DEFINED THREE PRIMARY MANDATES:**

- **Establish global standards** for TBM by researching and collaborating through a network of thought-leading executives from IT, finance and business.
- **Development of educational programs** that drive awareness and accelerate adoption and implementation of TBM principles while allowing CIOs and other TBM practitioners to advance their careers.
- **Foster leadership and collaboration** by bringing together executives and subject matter experts through conferences, virtual summits, working groups and an online platform.

**MEMBERS:**

General: 1700+  Board: 19  Authors: 120+  Partners: 20+

**ROLE**

- CXO: 45%
- VP INFRA-OPS: 25%
- CFO IT: 15%
- OTHER: 15%

**ORGANIZATION SIZE**

- 1-1K Employees
- 1K-5K Employees
- 5K-10K Employees
- 10K+ Employees

**FOUNDING COMPANIES**

- Amneal
- AppNex
- Cisco
- CDW
- COX
- DIRECTV
- Facebook
- Hilton
- HON
- HBO
- NBCUniversal
- Schneider Electric
- Xerox

**ACADEMIC ALLIANCES**

- Massachusetts Institute of Technology
- Vanderbilt University
- Columbia University
The Council is governed by a group of CIO Executive Directors whose mission is to establish a global standard of TBM knowledge and share it with the market. The Technology Business Management Council Board of Directors are:

**BOARD of DIRECTORS**

The Council is governed by a group of CIO Executive Directors whose mission is to establish a global standard of TBM knowledge and share it with the market. The Technology Business Management Council Board of Directors are:

- **Brian Adams**
  CIO, WorleyParsons
- **Debra Bailey**
  Group Services Director, Nationwide Building Society
- **Mike Benson**
  CIO, DIRECTV
- **Mike Brown**
  CIO, ExxonMobil
- **Mike Dreyer**
  COO & President, Monitise
- **Jim DuBois**
  CIO, Microsoft
- **Don Duet**
  Co-COO, Technology Division, Goldman Sachs
- **Christopher Furst**
  CIO, Univision Communications
- **Larry Godec**
  CIO, First American
- **Sunny Gupta**
  CEO, Apptio
- **Rebecca Jacoby**
  CIO, Cisco
- **Bill Krivoshik**
  CIO, Time Warner
- **Ralph Loura**
  CIO, Hewlett-Packard
- **Greg Morrison**
  CIO, Cox Enterprises
- **Tom Murphy**
  CIO, University of Pennsylvania
- **Michael Neff**
  CIO, RWE
- **Jim Scholefield**
  CTO, The Coca-Cola Company
- **Phoung Tram**
  CIO, DuPont
- **George Westerman**
  Research Scientist, MIT
Join us at the Australian TBM Summit 2015 to hear from visionary technology leaders who are transforming their IT organizations with TBM. This intimate and exclusive event in partnership with SE-Corp’s CIO Strategy Summit provides an opportunity to meet 1:1 with over 125 IT leaders from across the region and gain strategic learnings and tactical tools.

Participate in sessions and peer roundtables exploring key topics such as: Using transparency to drive cost and service optimization, creating and enabling a service catalog that better serves the business, and driving business-aligned and fact-based decision making.

**2015 ATTENDANCE EXPECTATIONS**

<table>
<thead>
<tr>
<th>125</th>
<th>CXO 90%</th>
<th>100</th>
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</thead>
<tbody>
<tr>
<td>Attendees</td>
<td></td>
<td>Organizations</td>
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<tr>
<td>Available Sponsorships</td>
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<tr>
<td>------------------------</td>
<td>---------</td>
<td>-----------</td>
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<tr>
<td>Sponsorship Fees</td>
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<td>$7,000</td>
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**Presentation Opportunity**

| Roundtable participation | ✓ | ✓ |

**Exhibit and Attendance**

| Booth Kiosks | ✓ | ✓ | ✓ | ✓ |
| Summit Passes Included | - | 3 | 2 | 1 |
| Lunch Sponsor | ✓ | ✓ |
| Networking break Sponsor | ✓ |

**Pre-Event Marketing**

| Linked logo on Summit landing page | ✓ | ✓ | ✓ | ✓ |
| Company description on Summit landing page | 100 words | 100 words | 75 words | 50 words |
| Logo inclusion in digital promotions | ✓ | ✓ | ✓ | ✓ |

**Onsite Marketing**

| Logo/URL in Summit Guide | ✓ | ✓ | ✓ | ✓ |
| Company description in Summit Guide | 100 words | 100 words | 75 words | 50 words |
| Summit Guide advert | Full page | Full page | Half page |
| Recognition on main stage | ✓ | ✓ |
| Logo on event signage | ✓ | ✓ | ✓ | ✓ |

**Post-Event Marketing**

| Inclusion in thank you email to attendees | ✓ | ✓ | ✓ | ✓ |
| Marketing collateral resource center | ✓ | ✓ |