

Phorum 2015 to Examine Digital Transformation as Top Enterprise Tech Trend

Randi Zuckerberg to Headline Technology Conference in Philadelphia

Philadelphia, December 16, 2014 – [PACT](#), the greater Philadelphia Alliance for Capital and Technologies, today announced that [Phorum 2015](#)—its annual enterprise technology strategy conference—will be held Tuesday, April 14, 2015 at the University of Pennsylvania Museum of Archaeology and Anthropology and will feature keynote speaker, Randi Zuckerberg, founder and CEO of Zuckerberg Media.

For the fourth consecutive year, respected industry visionaries will come together in Philadelphia to explore and present examples of how digital transformation is driving operational shifts, market consolidation and a wholesale change in how businesses approach, engage and nurture customer relationships.

“Companies must develop strategies for harnessing the many powerful solutions available in today’s market, while simultaneously architecting enterprise ecosystems that work holistically,” explained Allen Born, Director at [Fairmount Partners](#) and the Advisory Board Chairman of Phorum 2015. “The 2015 conference will cover new technology trends as well as how they are applied to successfully achieve business goals across the entire enterprise.”

Hosted by [PACT](#) and sponsored by Fairmount Partners and [LiquidHub](#), *Phorum 2015: From Silos to Systems: Transforming the Enterprise through Emerging Technology*, will feature presentations and panel discussions by industry analysts, technology visionaries, and business executives that will look at how emerging technologies such as big data, mobility and cloud strategies factor into the integration of systems, technical support and global security policies. The conference will also feature the all-new Phorum Technology Expo exhibition area, and the always popular “[Phorum demo pit](#)” where conference attendees can experience, first-hand, some of the most innovative technologies being developed in the Greater Philadelphia area.

For more information on Phorum 2015 or to reserve your seat now, please visit www.phorumphilly.com.

About Phorum

Phorum is an annual technology strategy conference that gathers the Nation’s leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from the Nation’s most authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on what is new. For more on Phorum or to purchase tickets for Phorum 2015, visit www.phorumphilly.com.

About The Greater Philadelphia Alliance for Capital and Technologies (PACT)

The Greater Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to supporting a company’s life cycle – from early stage through growth – by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Greater Philadelphia Alliance for Capital and Technologies, including

membership information, entrepreneurial resources, and information on our programs and events, visit www.philadelphiapact.com.

###

Media Contact:

Kevin Jurrens

Broadpath

215 644-6504

kjurrens@broadpathpr.com