

Geoffrey Moore Named Keynote Speaker for Phorum 2017

Salesforce's Peter Coffee, Forrester analyst Liz Herbert and Bioclinica's Mukhtar Ahmed to also appear as featured speakers

Philadelphia, Pa., February 22, 2017 – [PACT](#), the Greater Philadelphia Alliance for Capital and Technologies, today announced Geoffrey Moore, whose life work is focused on the market dynamics surrounding disruptive innovations, has been named keynote speaker for [Phorum 2017](#). Additionally, PACT announced Peter Coffee, Vice President for Strategic Research at Salesforce, [Liz Herbert](#), Vice President, Principal Analyst of Forrester Research, Inc. and Mukhtar Ahmed, President, eHealth Solutions, Bioclinica have been selected as featured speakers.

Mr. Moore is an author, speaker, and advisor who splits his consulting time between start-up companies in the Mohr Davidow portfolio and established high-tech enterprises. His first book, [Crossing the Chasm](#), focuses on the challenges start-up companies face transitioning from early adopting to mainstream customers. Moore's most recent work, [Escape Velocity](#), addresses the challenge large enterprises face when they seek to add a new line of business to their established portfolio.

"We are elated for Geoffrey Moore's keynote address. His experience with both the emerging growth and enterprise communities offers a unique taste to this year's program," said Dean Miller, President and CEO of PACT. "This year's conference will offer many enhancements throughout the program and we are confident that attendees will leave with a clear roadmap for ways to improve their organizations."

Phorum 2017: Digitizing the Enterprise – The Future is Now, to be held Thursday, April 27, 2017 at the SugarHouse Event Center, will feature lightning talks and panel discussions by industry analysts, technology visionaries, and business executives. Among those will be Peter Coffee, Liz Herbert and Mukhtar Ahmed. Coffee collaborates with a global customer and partner community on CIO strategies, security practices, application development models and delivery of connected product and big data solutions in concert with account teams across many industries. Herbert focuses on the technology services industry, helping her clients navigate the fast-changing market to maximize the business value of their technology investments. Ahmed is responsible for the eHealth Solutions business at Bioclinica and is a highly-regarded speaker on topics such as scientific innovation, strategic outsourcing and business change management.

Hosted by PACT and sponsored by [Fairmount Partners](#) and [LiquidHub](#), *Phorum 2017: Digitizing the Enterprise – The Future is Now*, will also feature the popular Phorum Demo Pit, won last year by [RedOwl](#), who later graduated from Silicon Valley's prestigious Y Combinator accelerator program and raised a funding round led by First Round Capital. The Phorum Demo Pit was created to allow startups to connect with C-level enterprise decision makers attending the conference.

Attendees of Phorum 2017 will also be able to visit the Phorum Showcase, a reserved area for leading vendors of enterprise technology interested in showcasing their company, products and services. Companies interested in participating in the Showcase should contact sponsors@philadelphiapact.com for more information.

For the latest details about Phorum 2017 or to reserve your ticket, please visit 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 2017, visit www.phorumphilly.com.

About Philadelphia Alliance for Capital and Technologies (PACT)

PACT's vision is to be the go-to resource for fast growing companies, and a driver of entrepreneurship and innovation in the Philadelphia region. PACT provides its members with valuable content and connections to capital, coaching, and customers that will accelerate their growth and success, and to collaborate with other organizations to drive innovation and entrepreneurship in the region.
www.philadelphiapact.com

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