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CONTACT: Justine Bowers
Jbowers@slicecommunications.com
610-310-1721

Thought Leaders from the Central Intelligence Agency (CIA), salesforce.com, and Forrester Research Added to All-Star Line-Up at Phorum 2013

National Technology Conference in Philadelphia Brings Together Leaders to Discuss How Businesses Can Harness Disruptive Technology

Philadelphia, PA (January 22, 2013) – The Greater Philadelphia Alliance for Capital and Technologies (PACT), in partnership with Fairmount Partners and LiquidHub, today announced three new headline speakers for the 2013 Phorum National Enterprise Technology Conference in Philadelphia, PA. Peter Coffee, VP and Head of Platform Research at salesforce.com, Gus Hunt, Chief Technology Officer at the Central Intelligence Agency (CIA), and Ted Schadler, Vice President and Principal Analyst at Forrester Research will deliver talks on disruptive technology trends, big data, and mobility. They will join keynote speaker, Don Tapscott, one of the world’s leading authorities on innovation, media, and technology and the author of *Wikinomics*. Phorum 2013 will be held March 21, 2013, at World Cafe Live in Philadelphia and will focus on how businesses can leverage disruptive technology.

“The speakers at Phorum 2013 will be sharing their expertise and thoughts on how enterprises can maximize the business value of specific disruptive technologies that are having a real impact on businesses today,” said Allen Born, Director of Fairmount Partners and Chair of the Phorum 2013 Steering Committee. “We’re excited that they will all be joining us in Philadelphia and look forward to their insights, experiences, and conversations.”

Peter Coffee joined salesforce.com in 2007 after 19 years as a Senior Contributor at *PC Tech Journal*, *PC Week*, and *eWEEK*. Coffee also contributed to the book *Auditing Cloud Computing: A Security and Privacy Guide*. He has 29 years of experience in application development tools and practices, and has been a keynote speaker or workshop leader at technical meetings, industry events and academic conferences throughout the U.S. and in Asia, Australia, Canada, Latin America, and Western Europe. Before joining *PC Week*, Coffee held technical and management positions at Exxon and The Aerospace Corporation. He holds an engineering degree from MIT and an M.B.A. from Pepperdine University, and has taught classes in the department of computer science at UCLA and at Pepperdine’s Graziadio School of Business and Management and the Chapman College School of Business.

Gus Hunt is responsible for setting the strategic technology direction to enable the CIA’s missions and for driving the rapid insertion and adoption of new capabilities to keep pace with technology change in the commercial sector. Previously, Hunt served as the Director of Applications Services for the CIA. In this role, he was charged with building IT



systems to support and enable effective execution of the CIA's missions and business. Hunt joined the CIA in 1985, as an analyst and subsequently served in varied technical leadership roles. Before joining the Agency, Hunt spent seven years in the private sector as an aerospace engineer. He holds a M.E. in Civil/Structural Engineering from Vanderbilt University.

Ted Schadler has 24 years of experience in the technology industry, focusing on the effects of disruptive technologies on the workforce and workforce productivity. He is the co-author of *Empowered: Unleash Your Employees, Energize Your Customers, and Transform Your Business*. In 2009, Schadler launched Forrester's *Workforce Technology Assessment*, the industry's first benchmark survey of workforce technology adoption. Prior to joining Forrester in April 1997, Schadler was a co-founder of Phios, an MIT spinoff. Before that, he worked for eight years as CTO and director of engineering for a software company serving the healthcare industry. Schadler has a master's degree in management from the MIT Sloan School of Management. He also holds an M.S. in computer science from the University of Maryland and a B.A. with honors in physics from Swarthmore College.

Sponsors for Phorum 2013 include Fairmount Partners, LiquidHub, PACT, anexinet, Comcast, MaaS360, SAP, bmcsoftware, DELL, EVOLVE, KPMG, Morgan Lewis, UNISYS, QUATRO, Hollister Creative, Slice Communications, Ben Franklin Technology Partners, Chariot Solutions, Philly Startup Leaders, and secureworld expo.

Tickets for PACT Members are \$199.00 and \$279.00 for Non-Members. Registration is currently open at www.phorumphilly.com and sponsorships are still available.

About Philadelphia Alliance for Capital and Technologies (PACT)

Greater Philadelphia Alliance for Capital and Technologies (PACT)'s vision is to be a premier resource for emerging growth companies in the technology, clean technology, and life sciences industries. We connect emerging growth companies, venture investors, professional advisors, and technology-focused corporations to network, develop relationships, pursue business opportunities, and market and promote their businesses to foster growth and innovation. For more information please visit www.philadelphiapact.com.

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