

**FOR IMMEDIATE RELEASE**

## **Tony Saldanha Named Keynote Speaker for PACT Phorum 2020**

*Globally recognized expert, author and thought leader in Global Business Services and Information Technology to headline region's leading enterprise technology conference*

**Philadelphia, January 15, 2020** – Philadelphia Alliance for Capital and Technologies ([PACT](#)) announced today, globally recognized expert, best-selling author and thought leader, Tony Saldanha will serve as the keynote speaker at *Phorum 2020: Becoming a Digital Disruptor In a Changing World*. Phorum 2020 will be held March 18, 2020 at Penn State Great Valley.

Hosted by PACT and sponsored by Fairmount Partners and Capgemini Invent, [Phorum 2020](#) will explore four key themes: Connectivity: The Shift to a 5G World; Privacy: Living in a Privacy Conscious World; Ethical Data: The Ethical Use of Data; and Demographic Change: Predicted Effects of Shifts in Generational Population Distribution on Investment in Human Capital, Infrastructure, Technology, etc.

“Phorum 2020 attendees are in for quite an event this year,” said Dean Miller, President and CEO of PACT. “We are honored to have Tony provide the keynote address for this year’s conference. His experience from running multi-billion-dollar operations to becoming a best-selling author, and today, advising many Fortune 100 companies about digital transformation and global business services will give our guests a unique perspective and help them leave the event feeling better prepared to conquer their challenges.”

Tony Saldanha ran Procter & Gamble's famed multi-billion-dollar Global Business Services and IT operations in every region across the world during his 27-year career there. He has more than three decades of international business expertise in the US, Europe, and Asia and was named one of Computerworld's Premier 100 IT Professionals in 2013.

Today, Tony serves as President of Transformant, a consulting organization that advises over 20 Fortune 100 companies around the world about digital transformation and global business services. He is also a founder of two blockchain and AI companies, and an adviser to venture capital companies. His book, [Why Digital Transformations Fail](#), was released globally in July 2019 and ranked #1 on Amazon's New Releases for Organizational Change, listed on publisher Berrett-Koehler's best-sellers for July 2019, and recommended by various publishing forums like CEO-Reads, Book-Pal, CEO Library and others.

In addition to Tony's keynote, Phorum 2020 will also feature a full slate of panels and lightning talks and the popular Demo Pit. PACT is currently accepting [applications](#) for the Phorum 2020 Demo Pit. Startups working to solve digital enterprise transformation challenges are encouraged to submit their application prior to the February 3, 2020 deadline.

For the latest information pertaining to speakers and conference agenda, or to reserve your ticket for Phorum 2020, please visit <https://philadelphiapact.com/phorum-philly/>.

### **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 2020, visit the Phorum website: <https://philadelphiapact.com/phorum-philly/>.

**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](http://www.philadelphiapact.com).

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