

'07-'08

## MSIM Executive Lecture Series

### *You're invited to the MSIM Executive Lecture Series*

This year's Saturday Executive Seminar series is designed to focus on entrepreneurial opportunities related to Information Technology. We're inviting leading experts to speak about various areas of entrepreneurship including visionaries/futurists, entrepreneurs and venture capitalists, and leaders who can advise on managing an entrepreneurial business.

#### What does the future hold?

The first Lecture Series session is designed to spark ideas about the changes in today's environment - and how they will spawn innovation in business.

Our first speaker, Adrian Sannier, will discuss current trends in information technology and society, and his view on how those trends will influence education, industry and society.

Julie Smith David will then lead a hands-on activity to introduce one of the critical technical innovations that will change business over the next five years: Web 2.0. She will provide a structure for understanding this evolving technology portfolio, and the attendees will explore emerging Web 2.0 organizations. During the discussions, we will evaluate business models, business implications, and entrepreneurial opportunities.

### September 29, 2007

8:30 am - 12 pm | BAC Building, Room 116

R.S.V.P. to Angela Walline at  
angela.walline@asu.edu or 480.965.2483  
*Dress is business casual*



#### *Dr. Adrian Vincent Sannier*

Vice President and University Technology Officer at Arizona State University

The former Stanley Professor of Interdisciplinary Engineering at Iowa State University's Department of Industrial and Manufacturing Systems Engineering, Sannier brings with him 17 years of experience in both the public and private sectors. At Iowa State, Sannier was one of the founders of the Human Computer Interaction program and, in addition to research and teaching, was associate director of ISU's Virtual Reality Applications Center. Prior to joining the Iowa State University faculty in 2001, Sannier was Vice President and General Manager of Engineering Animation, Inc., a leading provider of 3D computer graphics software. Sannier led a group of 200 programmers and artists, who created products for a diverse group of companies, from Mattel and Disney to Ford and General Motors.



#### *Dr. Julie Smith David*

Director, Center for Advancing Business through IT, Department of Information Systems

Julie's research has focused on enterprise applications, their design, and how they can provide value to companies adopting them. This work has led to advising emerging enterprise systems firms on the design of next generation applications. Additionally, for the past three years she has been a co-investigator for a research program to develop an industry-wide benchmarking tool for the health sector supply chain being sponsored by AHRMM. Her work has been published in Management Science, Communications of the ACM, Journal of Information Systems, International Journal of Accounting Information Systems, and Strategic Finance. She has published two research monographs, one for the Institute of Internal Auditors on data warehousing and the other for the Center for the Advancement of Purchasing Studies examining the relationship between organizational design, strategy and firm performance.

#### **WE'LL KEEP YOU INFORMED ABOUT UPCOMING SESSIONS:**

- \* Developing a business plan and securing financing
- \* Managing an entrepreneurial organization
- \* Team presentations