

You're invited to the MSIM Executive Lecture Series

The department of information systems is pleased to announce that it will host four seminars during the 2006-2007 academic year as part of their new master of science in information management (MSIM) program. These sessions will usually be held on Saturday mornings

and will incorporate presentations from industry leaders to explore issues critical to today's IT managers. Students, alumni, industry leaders and faculty are invited to attend these sessions to explore the topics and learn together how we can better compete in today's environment.

"RADIO FREQUENCY IDENTIFICATION"

The use of radio frequency identification (RFID) tag systems in manufacturing and distribution is now providing a significant payoff to companies. Even though RFID is still maturing, the technology is becoming more stable, with a quantifiable return on investment.

On December 2, as part of the MSIM Executive Lecture Series, Mary Murphy-Hoye of Intel will share recent RFID research and Bob Berg of DHL will explore a strategic application in the package delivery business.

December 2, 2006

8:30 a.m. – 12:30 p.m. | BAC Building, Room 116

R.S.V.P. to Angie Walline at angela.walline@asu.edu or 480.965.2483

Dress is business casual



MARY MURPHY-HOYE

Mary Murphy-Hoye is a senior principal engineer in Intel's Customer Solutions Group leading Intel's Global RFID and Sensor Networks Strategic Initiatives with key early adopters and ecosystem partners. Her focus is developing the ecosystems for these technologies and defining the technology, business, and market actions necessary to ensure deployments scale rapidly worldwide. Mary specializes in next-generation supply network integration, strategic planning processes, and research of disruptive technologies as applied to emerging business models. She has created an internal RFID network for pathfinding across manufacturing, logistics, supply chain, and data center applications within Intel. She currently sponsors a joint research project with Stanford and MIT, focused on exploring Smart Objects for Intelligent Supply Chain Integration through case study work. Mary has co-authored a National Research Council book on supply chain integration, and speaks on technology innovation, supply chain integration and RFID/Sensor Networks to industry and academic audiences worldwide.



BOB BERG

Bob Berg is the Global Business Technology Innovation manager for DHL Express, responsible for ensuring the interoperability and coordination of R&D projects worldwide. RFID is a primary area of interest.

Mr. Berg is actively involved with Comp TIA Cornerstone committee for development of a professional RFID certification programs, as well as serving on multiple EPC global working groups.

Mr. Berg has 25 years of transportation industry experience, including operations, sales, global projects and IT positions.

DHL's international network links more than 220 countries and territories worldwide, and regards RFID as one of the key technological innovations in the future of transportation and supply chain management.

LOOK FOR MORE SEMINARS IN 2007!