

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 2005-2006 academic year as part of their new master of science in information management (MSIM) program. These sessions will 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 March 11, as part of the MSIM Executive Lecture Series, Mary Murphy-Hoye of Intel will share recent RFID research and Bob Sartor of DHL will explore a strategic application in the package delivery business. Also, a case study involving Prada, the Italian fashion house, will provide participants an opportunity to discuss lessons learned from an early adopter of RFID technology.



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.



ROBERT J. SARTOR

Bob has 28 years experience in IT and customer integration within the freight forwarding and logistics services industries. Bob joined DHL in 2003 via the Deutsche Post World Net acquisition of DanzasAEI. At DHL, Bob directs the Industry & Customer Programs group, which is a component of Global Customer Solutions - Business IT. Bob is responsible for establishing, developing and fostering relationships with DHL's customers with a specific focus on innovation in business process and information integration that contributes to top and bottom line revenues for DHL. Bob represents DHL interests in associations and consortiums related to its customer industries. Current associations/consortiums include: EIDX (Electronics Industry Data Exchange Association), CompTIA (Computing Technology Industry Association), and RosettaNet.

MARK YOUR CALENDAR FOR THE MARCH 25
SEMINAR ON SEARCH