

Wednesday, October 27, 2010

Hinds Hall, Room 347 (Katzer Room)

Presentation: 2:00-3:00 p.m.

Reception: 3:00-3:30 p.m.



Florence Hudson
Energy & Environment
Executive

IBM Corporation

IBM Smarter Planet Strategy

Synopsis:

Today, it's not a question as to whether the technology to build a smarter planet is real. At IBM, we've learned that our companies, our cities and our world are complex systems—indeed, systems of systems. A smarter planet will require a profound shift in management and governance toward far more collaborative approaches.

Florence will share her expertise on how Energy, Environment and Sustainability Initiatives help Build a Smarter Planet—Delivering Innovations that matter to business, government, people and the planet.