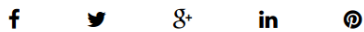




4th Annual NYC CDO Summit, Sponsored by Centric Digital, Returns to Thomson Reuters on April 27, 2016

Linda Boff, CMO of GE, Confirmed as Featured Speaker

Apr 06, 2016, 08:30 ET from CDO Club (<http://www.prnewswire.com/news/cdo+club>)



NEW YORK, April 6, 2016 /PRNewswire/ -- CDO Club, the world's largest community of C-suite digital and data leaders, today announced speakers and sponsors for the fourth annual NYC CDO Summit, presented by Centric Digital, a global digital transformation partner.

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The all-day U.S. event will take place on April 27, 2016 at Thomson Reuters in New York City.

Linda Boff, CMO of GE, has been confirmed as the event's featured speaker.

With the 2016 agenda now released, keynotes have been confirmed as:

- **Anna Frazzetto**: Chief Digital Technology Officer & SVP at Harvey Nash
- **Brian Manning**: Cofounder, President and Chief Digital Officer at Centric Digital
- **David Mathison**: Founder/CEO, CDO Club
- **Graham Waller**: Research VP at Gartner
- **Kevin Bandy**: Chief Digital Officer at Cisco
- **Larry Kramer**: Director at Harvard Business School Publishing
- **Linda Boff**: Chief Marketing Officer at GE
- **Ben Gray**: Digital Experience at Applause

In addition, speakers from the following organizations will be represented: American Museum of Natural History; Applause; BBVA Compass; BT Global Services; City of Boston; CDO Club Israel; CDO Club Turkey; CXOTalk; Centric Digital; Cisco; Daily Racing Form; Gartner; GE; Harvard Business School Publishing; Harvey Nash; Healthgrades; Humana; IBM; Lincoln Center for the Performing Arts; Nobel Media AB; ObjectFrontier Software; RTÉ; Rachael Ray/Watch Entertainment; SAP; The Data Incubator; The Franklin Institute; The Leukemia & Lymphoma Society; Thomson Reuters; Town of Gilbert Arizona; Ziff Davis, LLC.

Interest in the CDO Summit continues to mount as the number of Chief Digital Officers (CDOs) has continued to double every year, to over 2,000 in 2015, according to the CDO Club.

The event agenda will offer in-depth discussions surrounding the rising voice of the CDO as a critical decision maker and board room influencer as well as the top challenges and opportunities in digital transformation, big data visualization, omnichannel customer experience design, building and leading effective digital and data organizations, and understanding latest trends in digital, mobile, and social media.

Attendees to the often sold-out event include some of the industry's top C-suite digital and data executives.

Remaining registrations are currently available at the NYC CDO Summit website.

"It's no longer enough to redesign your website or build mobile apps. For brands and business to succeed in the digital age, you must understand how to transform your business strategy, customer experience and operations," said Brian Manning, Co-founder, President & Chief Digital Officer at Centric Digital, the event's presenting sponsor. "The NYC CDO Summit provides the opportunity for CDOs and organizations to come together and learn from one another. Chief Digital Officers and other decision-makers responsible for digital transformation in their organizations simply cannot afford to miss this event."

To help participants understand how to transform traditional businesses into digital leaders, Brian Manning will reveal insights from his new book *REVIVE*, which he co-authored with Centric Digital Co-Founder & CEO Jason Albanese, during a keynote presentation at the event.

Anna Frazzetto, Chief Digital Technology Officer & SVP at Harvey Nash, will keynote on "The Rise of the Chief Digital Officer, Our CEO of the Future." Her presentation will include data from the yet to be released 2016 Harvey Nash/KPMG CIO Survey report, with real-life examples and research from close to 4,000 global businesses.

"The need for Chief Digital Officers and an effective digital transformation strategy only continues to grow, in every sector. We're proud to be partnered with such amazing organizations and speakers to bring this timely and important event to New York for the 4th year in a row," said David Mathison, CEO of the CDO Summit and the CDO Club.

Additional sponsors for the NYC CDO Summit include Harvey Nash, Applause, Chadick Ellig, MutualMind, Mendix, and Object Frontier Software (OFS).

The first CDO Summit was held in New York in 2013. Other events have been previously held in London, Amsterdam, and Sydney.

Twitter users can follow the Summit at <http://Twitter.com/CDOSummit> or via the hashtag #CDOSummitNYC.

About Centric Digital

Centric Digital is a leading digital transformation partner, providing solutions to traditional businesses to revive their business models, rejuvenate their customer experience, and automate their business operations for the digital age. Its frameworks, data and platform are fast-becoming the industry standard for enterprises to measure and drive digital transformation. Global enterprises across health, finance, retail, industrials and government rely on Centric Digital to interpret digital trends, benchmark their digital capabilities, create digital business strategies and roadmaps, and deliver digital and mobile experiences. For more information, visit centricdigital.com.

About the CDO Summit

The CDO Summit addresses the challenges and opportunities arising from Big Data, the cloud, digital disruption, and social and mobile media. CDO Summit gatherings include the very best digital strategists and practitioners on Earth, speaking in intimate, collegial, and supportive environments designed to encourage networking, learning, and knowledge-sharing. For more information, visit CDOSummit.com.

About the CDO Club

The CDO Club is the world's largest community of C-suite digital and data leaders. Our 1,500+ registered members receive access to breaking news, original research, career development support, networking opportunities, and inspirational events. For more information, visit: <http://CDOClub.com>.

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