

Chief Digital Officer (CDO) Summit Announces Keynotes by Vivian Schiller (SVP & CDO, NBC News), David Payne (SVP & CDO, Gannett Co., Inc.), and Jonathan Miller (former CDO, News Corporation)

News and Entertainment Industry Executives to Share Best Practices for Digital Media, Mobile Media and Social Media



NEW YORK, Jan. 22, 2013 /PRNewswire/ -- Vivian Schiller (SVP and Chief Digital Officer, NBC News); Jonathan Miller (former Chief Digital Officer, News Corporation); and David Payne (Chief Digital Officer, Gannett Co., Inc.) will deliver keynote addresses at the inaugural Chief Digital Officer Summit, to be held on February 28, 2013 at Thomson Reuters at 3 Times Square in New York City, NY.

Gartner Group recently reported that by 2015, 25% of all organizations will have a Chief Digital Officer (CDO). David Mathison, founder and curator of the Chief Digital Officer Summit, has tracked hundreds of organizations that have recently hired CDOs, and interviewed 50 CDOs directly, many of whom will be speaking and/or attending the summit.

The Summit includes a keynote by Vivian Schiller, Senior Vice President and Chief Digital Officer at NBC News. She leads NBC News Digital, and her responsibilities include strategic oversight of the network's presence on the web, in mobile and devices, and on social media. From 2009-2011, Vivian was President and CEO of NPR. From 2006-2008, she was SVP and General Manager of NYTimes.com.

The lunch keynote will be delivered by Jonathan Miller, who was most recently Chairman and CEO of the Digital Media Group, and Chief Digital Officer at News Corporation. Miller is an investor and former Chairman and CEO at AOL.

The final keynote will be delivered by David Payne. Since March 2011, he has been Senior Vice President and Chief Digital Officer of Gannett Co., Inc. From 2004-2008, He was Senior Vice President and General Manager of CNN.com, which produced and distributed all of CNN's digital services, including CNN.com, CNN Mobile, CNN.com Live, and CNN Video on Demand.

In addition to the keynotes, the agenda features digital leaders from more than 40 organizations, including Arnold, BBC, Clear Channel, Columbia University, Conde Nast, Disney/ABC, Forbes, Harpo Studios, Harvard University, Kaplan Test Prep, Lincoln Center, LiveNation, MIT, Ogilvy, PBS, Rachael Ray Digital, ReverbNation, Rogers Communications, Simon and Schuster, Sony Music Entertainment, Universal Music Group, and Wenner Media, among others.

Speakers will share best practices that can be utilized by audience members to help increase competencies in digital, social, and mobile media. Panelists and speakers will teach you how to successfully implement digital strategies, attract and retain the right talent, use optimal reporting structures, define clear roles and responsibilities, and provide competitive compensation to excel in the digital age.

"We're delighted that Vivian, Jonathan, and David will be delivering the keynotes at the inaugural Chief Digital Officer Summit, along with 40 other panelists and speakers," said David Mathison, curator of the Chief Digital Officer Summit. "Their presence at this event demonstrates how critical it is for Chief Digital Officers to share experiences and best-practices with colleagues and peers, and we are all grateful for their participation and guidance."

More information and registration information is available at the event website:
<http://ChiefDigitalOfficerSummit.com> (<http://chiefdigitalofficersummit.com/>).

About the Chief Digital Officer Summit

The Chief Digital Officer Summit addresses the challenges and opportunities resulting from digital, social, and mobile media. We convene meetings that include some of the best digital strategists and practitioners on earth, in an intimate, open, collegial, and supportive environment that supports learning, knowledge-sharing, and networking.

SOURCE Chief Digital Officer Summit

RELATED LINKS

<http://ChiefDigitalOfficerSummit.com> (<http://ChiefDigitalOfficerSummit.com>)
