

Inaugural Chief Digital Officer Summit Arrives in the UK

To be held at BBC Media Centre



LONDON and NEW YORK, Oct. 24, 2014 /PRNewswire/ -- By 2015, 25% of all organisations will have a Chief Digital Officer (CDO), according to a forecast by IT research and advisory firm Gartner.

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Designed to educate organisations about how to embrace the digital journey and better understand how to increase competencies in digital, social, and mobile, the first-ever U.K. Chief Digital Officer Summit will take place in London on 29th October 2014.

Attendees will learn how to create and implement strategies, attract and retain the right talent, and define clear roles and responsibilities to excel in the digital age.

"Digital is not just a phase; it is very much here to stay and organisations must put it at the heart of their business strategy to succeed in the future," David Mathison, Curator of the Chief Digital Officer Summit and founder of the CDO Club said.

"After two successful events in the United States, we are pleased to expand the programme to London and bring together leaders from over 25 organisations to share their digital experiences."

The featured speaker of the event is **Rohan Silva**, co-founder of Second Home and Spacious and previously Senior Policy Adviser to the UK Prime Minister, David Cameron.

Additional keynote speakers at the event include:

- **Amanda Hill:** Chief Brands Officer at BBC Worldwide
- **Charlie Redmayne:** CEO at HarperCollins UK
- **Mike Bracken:** Executive Director at Government Digital Service
- **Mark Dearnley:** Chief Digital and Information Officer at HM Revenue & Customs
- **Mark Read:** CEO at WPP Digital
- **Narry Singh:** Managing Director – Accenture Strategy, Digital Strategy Lead for Europe
- **Ralph Rivera:** Director of Future Media at BBC
- **Saul Klein:** Partner at Index Ventures

The event is sponsored by Accenture Digital. "In the same way that CMOs drive marketing strategy and CIOs the technology strategy, those companies serious about digital transformation have identified the need for a CDO to drive the digital strategy at the board level," said Narry Singh, Managing Director -- Accenture Strategy, Digital Strategy Lead for Europe. "The Chief Digital Officer Summit provides the chance not just for CDOs to come together and learn from one another, but for those organisations without a CDO already in place to better understand the significance of this role and the value it can bring."

In addition to Accenture, the Chief Digital Officer Summit is sponsored by Odgers Berndtson, Forgerock, and eMarketer.

Twitter users can follow the Summit by following <http://Twitter.com/BeTheMedia> (<http://twitter.com/BeTheMedia>) or via the hashtag #CDOSummitUK.

About the Chief Digital Officer Summit

The Chief Digital Officer Summit addresses the challenges and opportunities arising 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 encourages learning, knowledge-sharing, and networking.

For more information, contact Email (<http://pressreleaseheadlines.com/contact?pid=262124>) or visit <http://CDOSummit.co.uk> (<http://cdosummit.co.uk/>).

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