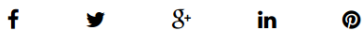




England's Rugby World-Cup-Winning Coach Sir Clive Woodward OBE to Be Featured Speaker at U.K. CDO Summit, Presented by Accenture Strategy

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LONDON and NEW YORK, Sept. 15, 2015 /PRNewswire/ -- Sir Clive Woodward OBE, the head coach who led England's rugby team in its 2003 World Cup victory in Australia, will be the Featured Speaker at the 2nd annual U.K. CDO Summit, to be held in London on 7 October 2015 at 30 Euston Square and presented by Accenture Strategy.

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Attendees at the CDO Summit will learn how to focus on the customer experience, build and lead effective teams, embrace the digital journey, and better understand how to increase competencies in digital, social, and mobile.

"Sir Clive Woodward's legendary leadership and team-building skills have resulted in victory in his efforts both on and off the field, in business and in sport," said David Mathison, CEO of the CDO Summit and CDO Club. "His superior management methods transcend sport, and this is exactly what Chief Digital Officers need to know to lead effective teams, manage large projects, and implement agile development methodologies."

As featured speaker at the U.K. CDO Summit, Woodward's topic will be *The DNA of a Champion – Talent Alone Is Not Enough*.

Based on the notion that "Great Teams Are Made of Great Individuals," Woodward has identified four criteria that he believes characterise a champion individual or team in both business *and* sport. *The DNA of a Champion* presentation details each of these criteria, and also explains how they can be coached to achieve-high performing teams.

During Woodward's tenure as Head Coach from 1997 to 2004, England moved from 6th in the world to being the #1 ranked team, led England in its 2003 World Cup victory in Australia, and helped transition the team from the amateur era into the professional one.

In 2004 Woodward released *Winning!*, an autobiography that was named sports book of the year by *The Sunday Times*.

He is currently the Chairman and Founder of Captured, an online coaching software and synchronised app based on his coaching philosophy that is currently being adopted by The FA, The PGA, and The IOC.

The app reflects the importance Sir Clive places on empowering individuals to take responsibility for their own learning by capturing and sharing knowledge to achieve high performance.

He will be joined by other digital leaders who have transformed their organisations through innovative leadership and strategy.

With the 2015 Agenda now released, keynote speakers at the CDO Summit and their topics include:

- **Sean Cornwell:** Chief Digital Officer at Travelex on *Insights and Learnings from Travelex's Transformation*
- **Mark Curtis:** Chief Client Officer at Fjord on *Living Services: The 3rd Era of Digital Transformation*
- **Michael Ellis:** CEO & President at ForgeRock on *Identity – Empowering Digital Transformation*
- **Jora Gill:** Chief Digital Officer at *The Economist* on *How to Compete in a Constantly Changing Digital World*

In addition, speakers from over 25 organisations will be sharing their digital and data experiences at this year's event, including Accenture Strategy, Avanti Communications Group, Barclays PLC, Citrix, *Computer Weekly*, diginomica, Guardian News & Media, HarperCollins UK, Hunton & Williams, Johnston Press, Lloyds Banking Group, Microsoft, Mindshare, The National Trust, Odgers Berndtson, Severn Trent Water, techUK, Time Out, and the West Midlands Police.

The U.K. CDO Summit is sponsored by Accenture Strategy, along with ForgeRock and Odgers Berndtson.

Twitter users can follow the Summit by using <http://Twitter.com/BeTheMedia>, <http://Twitter.com/CDOSummit> or via the hashtag #CDOSummitUK.

The ForgeRock Identity Summit will be held the following day, on Thursday, 8 October 2015, and hosted at the same location, 30 Euston Square. Presented in partnership with the CDO Club and Accenture Strategy, the ForgeRock Identity Summit offers a second day of in-depth sessions on the critical role played by identity management technology in driving digital business and customer privacy. The agenda includes keynote speakers Frank Gillett, VP, Principal Analyst Serving CIOs, Forrester Research; David Birch, Director of Innovation at Consult Hyperion; and Mike Ellis, CEO ForgeRock; as well as case study presentations by Zalando, Swisscom, and the NHS.

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: <http://CDOSummit.com>.

About the CDO Club

The CDO Club is the world's largest community of C-suite digital leaders. Our 1,000+ 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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