

# NEWS RELEASE

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## **GEN – The Global Executive Network launches new Executive Dinner, “The new economics of IT”**

### **Events will discuss drivers for business transformation and innovation**

[Wilmington, USA, February 8, 2012] GEN – The Global Executive Network, an international provider of high-quality Executive Dinners, has introduced a new event for chief information officers: “The new economics of IT – driving business transformation and innovation”. At these dinners, attending executives can hear from business experts, such as Leigh McMullen, Gartner Research Director in the Office of the CIO Research Group, how to explore the role of IT as a game-changing force within their organization. They can also learn how leading companies drive business value and business transformation. The moderated events provide an exclusive platform and intimate atmosphere in which to share ideas, experiences and best practices with peers. Hosted in first-class locations, the events are being held on April 24, 2012, in London, on April 25 in Munich and on April 26 in Paris.

### **The new economics of IT – driving business transformation and innovation**

Never before have conditions existed that permit IT to become not simply an enabler, but a driving force for agility by becoming engaged in growth and transformation, which in turn fuels business agility in the market. Recent Gartner research has identified that the traditional focus of cost and productivity within IT is no longer sufficient to remain competitive. Additional sources of IT value are derived from business productivity and IT-led revenue – which form the ‘new economics of IT’.

At this new GEN event, participants can join an executive conversation on the role of CIOs as value creators and the technologies and tools that drive business transformation and business innovation.

### **Topics discussed at these dinners:**

- How disruptive technologies can create a significant competitive edge
- How IT can respond to the speed of the business
- How rethinking the IT model can dramatically drop the IT cost floor
- The importance of people and process in the transformation
- How CIOs can become value creators

Attendance at this Executive Dinner is highly recommended for chief information officers in large corporations. Further information, including details of venues and dates, is available here: [http://www.theglobalexecutivenetwork.com/index\\_uk.php?nav=main&con=iteconomics](http://www.theglobalexecutivenetwork.com/index_uk.php?nav=main&con=iteconomics)

"I'm confident that this new dinner series from GEN will again prove the benefits of executive networking. The GEN [Professional Council](#), our international advisory board, carefully tracks current industry trends to hand-pick topics of real relevance for industry decision-makers, and our dinners at key locations around the world provide a valuable opportunity for senior executives to share ideas and experiences with peers, face to face," says Martin Hegi, managing director of GEN - The Global Executive Network.

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### **About GEN – The Global Executive Network**

[GEN – The Global Executive Network](#) is an international provider of high-quality Executive Dinners for business professionals, covering current trends for industry-focused and management-related topics. The company is headquartered in Wilmington, DE, in the US and has achieved an excellent reputation as one of the leading global event providers. Each year, more than 10,000 senior management guests from large corporations and medium-sized companies participate in GEN events. More than 1,000 events covering over 50 different subjects are offered every year.

Events are delivered in the US, Canada, South America, Australia, the United Kingdom, France, Germany, Spain, Portugal, Switzerland, Austria, Belgium, Holland, Luxembourg, Sweden, Denmark, Norway, Finland, the Czech Republic, Hungary, Poland, Latvia, Lithuania, Estonia, Russia, Bulgaria, China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, the Philippines, India, and Indonesia as well as South Africa, Egypt, Turkey, the United Arab Emirates, Sudan, Algeria, Morocco, Iran, Iraq, Saudi Arabia, Yemen, Syria, Israel, Jordan, Lebanon, the Palestinian Territories, Kuwait, Oman, Qatar and Bahrain.

**Further information**

GEN – The Global Executive Network: <http://www.theglobalexecutivenetwork.com>

The Professional Council:

[http://www.theglobalexecutivenetwork.com/index\\_de.php?nav=main&con=prof/council](http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=prof/council)