

Circle Invitation



CEO CLUBS
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In Association with



“Leading Through Connections”

Exploring insights from the 2012 Global Chief Executive Officer Study

A recent IBM study of more than 1,700 Chief Executive Officers from 64 countries and 18 industries worldwide reveals that CEOs are changing the nature of work by adding a powerful dose of openness, transparency and employee empowerment to the command-and-control ethos that has characterized the modern corporation for more than a century. For some time, businesses have been refining and optimizing their networks of suppliers and partners. But something just as meaningful has been happening - the sudden convergence of the digital, social and mobile spheres - connecting customers, employees and partners in new ways to organizations and to each other.

In speaking face-to-face with 1,709 CEOs, general managers and senior public sector leaders around the globe, leaders confirmed that our new connected era is changing how people engage. How are CEOs responding to the complexity of increasingly interconnected organizations, markets, societies and governments? IBM key findings center on:

- **Employees.** Empowering employees through values
- **Customers.** Engaging customers as individuals
- **Partnering.** Amplifying innovation with partnerships

EVENT DETAILS

Date:

Thursday, September 20th

Starting Time:

18.00

Location:

CEO Clubs New Premises
7b, Digeni Str, Voula

RSVP:

by September 15th, 2012
clicking on the [response](#)
or contacting
Dimitra Theochari at
210 8920950 and
6985 123 183

Program

18.00 - 18.20	Registration
18.20 - 18.30	Welcome from Georgia Kartsanis
18.30 - 19.00	Vanessa van de Vliet <i>Global Program Manager C-suite Studies, Institute for Business Value</i>
19.00 - 20.00	Q&A and Roundtable Discussions
20.00	Cocktail Reception

Igniter:



Vanessa van de Vliet

Vanessa van de Vliet is the global program manager for C-Suite studies conducted by the IBM Institute for Business Value (IBV) - the business think tank of IBM. She is the program manager for the largest face-to-face field research projects with participation of over 1,700 CEOs, 2,500 CIOs and 3,000 students.

Before her current position she has been involved in several publications on data security. She was Benelux Resource Manager for IBM technical personnel, and IT Security and Data Privacy consultant for mainly European IBM clients. Vanessa joined IBM in 2000, after a career in legal counseling and technical sales.

She holds a Legal Law Masters degree (LLM) from the Utrecht university in Netherlands, and has received further post graduate education at Erasmus university in Rotterdam.

In 2011 and 2012 she received the IBM IBV Global Excellence award for her contributions to the IBM CEO and CIO Studies.

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