

Panelist Lineup Announced for Phorum 2014

Two Panels Will Explore This Year's Top Enterprise Tech Trend, Customer Engagement

Philadelphia, March 24, 2014 – [Phorum](#), a leading technology strategy conference held annually in Philadelphia, announced today the lineup of panel participants for Phorum 2014, examining the advantages of emerging digital customer engagement strategies and solutions. This year's conference will feature two distinct panels, "Mobility as an Engagement Enabler" and "Big Data – Turning Data into Action."

"The panel participants are all well-respected leaders from a wide range of backgrounds, but all share a common trait," stated [Charles Robins](#), Managing Director of Fairmount Partners, a co-presenting sponsor of Phorum 2014. "They are experts in their given fields and will all share valuable insights and offer compelling lessons about deploying customer engagement strategies."

"Mobility as an Engagement Enabler" will examine how mobile technology transforms customer engagement and facilitates customer demands. Topics to be discussed and debated include interaction patterns, customers and devices, the importance of contextual information and analytics combined with mobility. Moderated by Joseph DiStefano, a Business Columnist for the Philadelphia Inquirer, the panelists include:

- David Cuthbert, President and Chief Executive Officer, [Alteva](#)
- Michael Kinzly, Director Business Solutions, [Wawa, Inc.](#)
- Joe Portale, Chief Technologist, Mobility Solutions, [Lockheed Martin](#)
- Roy Rosin, Chief Innovation Officer, [Penn Medicine](#)
- Scott Snyder, Ph.D., President and Chief Strategy Officer, [Mobiquity](#)

"Big Data – Turning Data into Action" will review a variety of sources that generate usable data, including machines, sensors and businesses. The panelists will discuss how such usable data creates engagement strategies that were not possible before. Moderated by Mary Fran Johnson, Editor-in-Chief of CIO Magazine, the panelists include:

- J. Patrick Bewley, CEO, [BigCloud Analytics](#)
- Todd Cullen, Chief Data Officer, Ogilvy and Mather Worldwide, [Ogilvy and Mather](#)
- Ira A. Hunt, CEO, Hunt Technologies
- David Schuff, Associate Professor of Management Information Systems, [Fox School of Business, Temple University](#)

"We're excited about the practical, real-world experience that our panelists bring to Phorum 2014," said, [Jonathan Brassington](#), CEO of LiquidHub, co-presenting sponsor of Phorum 2014. "These thought leaders have firsthand knowledge about deploying customer engagement solutions for their own organizations and for their customers. Phorum 2014 attendees will certainly benefit from these interactive discussions," he added.

In addition to renowned panelists, Phorum will feature [presentations](#) from leading industry observers and analysts; discussions from organizations already seeing results from customer engagement

initiatives; and the popular “Phorum demo pit” where conference attendees can learn about a number of hand- selected technologies being developed in the Greater Philadelphia area.

Hosted by [PACT](#) and sponsored by Fairmount Partners and LiquidHub, Phorum 2014 will be held at World Café Live on April 10th. Get more information about [Phorum 2014](#) or [reserve your seat now](#).

About Phorum

Phorum is an annual tech strategy conference that gathers the Nation’s leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from the Nation’s most authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on the trend. For more on Phorum or to purchase tickets for Phorum 2014, visit www.phorumphilly.com.

About The Greater Philadelphia Alliance for Capital and Technologies (PACT)

The Greater Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to supporting a company’s life cycle – from early stage through growth – by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Greater Philadelphia Alliance for Capital and Technologies, including membership information, entrepreneurial resources, and information on our programs and events, visit www.philadelphiapact.com.

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