

SOA InfoWorld
ExecutiveForum
Enabling **Business** Agility

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SOA^{InfoWorld}
ExecutiveForum
EnablingBusinessAgility



Welcome to *InfoWorld's* SOA Executive Forum, the tech industry's premier event for service-oriented architecture.

SOA has reached a critical juncture: Having gained traction in business, it is already delivering tangible, if rudimentary, benefits to the companies that have adopted it. Yet in order to extend those benefits beyond lightweight integration and code reuse — to facilitate real business agility down the road — IT departments and the businesses they drive must take measured, well-thought-out steps.

The SOA Executive Forum is designed to provide you with the insight you'll need to reap the long-term benefits of SOA. Over the next two days, you will meet top-flight SOA theorists, who will share observations and best practices, and hear from seasoned SOA practitioners, who will offer down-to-earth tips and strategies based on personal, hard-won experience. And you will have the opportunity to meet, learn from, and, yes, even party with peers, who bring their own street-level experience to the SOA discussion.

InfoWorld is honored to host this important event, and I am personally delighted that you could join us.

A handwritten signature in black ink, appearing to read 'S. Fox'.

Steve Fox
Editor in Chief
InfoWorld

7:15 am - 8:30 am	Registration	
8:30 am - 8:45 am	Welcoming Comments STEVE FOX, EDITOR IN CHIEF, <i>INFOWORLD</i> Grand Ballroom	
8:45 am - 9:30 am	Keynote Address ANDY BROWN, CHIEF ARCHITECT, MERRILL LYNCH & CO. Grand Ballroom	
9:30 am - 10:15 am	Keynote Address BRUCE GRAHAM, VP OF WORLDWIDE CONSULTING, BEA Grand Ballroom	
10:15 am - 10:45 am	Networking Break Sponsor Kiosk Area	
10:45 am - 11:30 am	General Session: ACHIEVING BUSINESS AGILITY WITH SOA Grand Ballroom	
11:30 am - 12:30 pm	General Session: ACHIEVING IT AGILITY WITH SOA Grand Ballroom	
12:30 pm - 1:30 pm	Executive Luncheon Grand Ballroom	
12:45 pm - 1:15 pm	Luncheon Presentation SANDY CARTER, VP OF WEBSPHERE MARKETING, STRATEGY & CHANNELS, IBM Grand Ballroom	
1:30 pm - 2:00 pm	Dessert/Coffee Networking Break Sponsor Kiosk Area	
2:00 pm - 3:00 pm	Business Track Plaza Suite	Technology Track Grand Ballroom
	SOA 101	EVOLVING ROLE OF THE REPOSITORY
3:00 pm - 3:30 pm	Afternoon Networking Break Sponsor Kiosk Area	
3:30 pm - 4:30 pm	Business Track Plaza Suite	Technology Track Grand Ballroom
	SOA BUSINESS TRANSFORMATION	A DEVELOPER'S-EYE VIEW OF THE SERVICES INFRASTRUCTURE
4:40 pm - 5:20 pm	General Session: REALITY CHECK Grand Ballroom	
5:20 pm - 5:25 pm	Closing Remarks & Conference Conclusion STEVE FOX, EDITOR IN CHIEF, <i>INFOWORLD</i> Grand Ballroom	
5:30 pm - 6:45 pm	Networking Reception & Cocktail Hour SPONSORED BY BEA SYSTEMS Sponsor Kiosk Area	

8:30 am - 8:45 am	Welcoming Comments STEVE FOX, EDITOR IN CHIEF, <i>INFOWORLD</i> Grand Ballroom	
8:45 am - 9:30 am	Keynote Address JAIME SGUERRA, CTO, GUARDIAN LIFE INSURANCE CO. Grand Ballroom	
9:30 am - 10:15 am	General Session: SOA IMPLEMENTATION Grand Ballroom	
10:15 am - 10:45 am	Networking Break Sponsor Kiosk Area	
10:45 am - 11:30 am	ROLE OF INFRASTRUCTURE IN SOA Plaza Suite	SOA APPLICATION CASE STUDIES Grand Ballroom
	Business Track Plaza Suite	Technology Track Grand Ballroom
11:30 am - 12:15 pm	PRESCRIPTIVE GUIDANCE FOR SOA	SOA & SECURITY
	Networking Lunch Grand Ballroom	
12:30 pm - 1:30 pm	General Session: CROSS DISCIPLINARY ISSUES Grand Ballroom	
2:30 pm - 3:15 pm	Business Track Plaza Suite	Technology Track Grand Ballroom
	EXTENDING SOA TO PARTNERS, SUPPLIERS & CUSTOMERS	CONNECTING SERVICES TO THE DESKTOP & MOBILE DEVICES
3:15 pm - 3:45 pm	Afternoon Networking Break Sponsor Kiosk Area	
3:45 pm - 4:30 pm	General Session: REALITY CHECK PART 2 Grand Ballroom	
4:30 pm - 4:40 pm	Closing Remarks & Cocktail Reception STEVE FOX, EDITOR IN CHIEF, <i>INFOWORLD</i> Sponsor Kiosk Area	



SOA Executive Forum welcomes the November 2005 Keynote Speakers. Listen as the industry leaders share their visions, ideas and thoughts on service-oriented architecture and the role it plays in enabling business agility.



Bruce Graham
VP of Worldwide Consulting
BEA

Bruce Graham, BEA's Vice President of Professional Services, most recently served as BEA's Vice President of Strategic Global Accounts, where he lead the sales and development efforts for BEA's top customers. Bruce joined BEA in 2003 from the Feld Group, a premiere IT strategy and technology management firm serving F200-sized corporations, where he was a founding partner in the firm. Bruce brings to BEA a broad understanding of the development and real-world execution of "transformational" IT strategies, as well as extensive hands-on experience in post-merger integration of multi-billion dollar organizations.



Jaime Sguerra
Chief Technology Officer
Guardian Life Insurance

Jaime Sguerra heads Guardian Life's Technology Office, and defines technological direction for deploying business-aligned solutions. He is responsible for Guardian's Enterprise Architecture and mission-critical projects. Jaime oversees cross-profit center application development, corporate messaging operations and Email, Enterprise Information Management, research and development, document and process solutions, Enterprise Security Architecture, and Marketing's IT initiatives. Jaime led the deployment of Guardian's award-winning component based and services oriented Enterprise Architecture, which reduced development costs by 32%, and increased productivity by 30%. In 2005, Jaime was selected as one of Computerworld's "Premier 100 IT Leaders," and won the 2005 CMP BTO Excellence Award. Jaime holds a Systems Engineering degree from Universidad Piloto de Colombia, with post-graduate work at NYU and at the Wharton School.



Andrew Brown
Chief Technology Architect
Merrill Lynch & Co

Andy Brown is Chief Technology Architect for Merrill Lynch. This involves driving strategic plans, policies, standards, guidelines, technology governance processes and technology portfolio management. Andy joined Merrill Lynch in London in 1996 and has served in roles in Europe and the US in infrastructure architecture and engineering, Equity Technology Architecture, GMI Architecture, Head of GMI eCommerce, Head of Global Networks and Market Data Services. Prior to joining Merrill Lynch Andy headed up Technology Architecture for Banque Paribas Capital Markets based in London and Paris. His major achievement was the rollout of Windows/NT desktop across the PCM businesses in 1995 enabling a new generation of desktop financial instrument development and associated revenue streams, through hugely decreased time to market. Andy has previously worked in three other major industries for blue chip companies.

DAY ONE: Monday, November 7

Registration 7:15 am - 8:30 am

Welcoming Comments 8:30 am - 8:45 am
Steve Fox Editor-in-Chief, *InfoWorld*
 Grand Ballroom

Keynote Address: ADOPTING SOA AT MERRILL LYNCH 8:45 am - 9:30 am
Andy Brown Chief Architect, Merrill Lynch & Co.
 Grand Ballroom
 Special appearance by an IT luminary who will describe how SOA is transforming Merrill Lynch's application infrastructure.

Keynote Address: ACCELERATING YOUR SOA IMPLEMENTATION 9:30 am - 10:15 am
Bruce Graham VP of Worldwide Professional Services, BEA Systems
 Grand Ballroom

As companies increasingly look to make the promise of SOA a reality, the most common question asked is "how do I get started?" BEA has helped over 1,100 companies take practical first steps to transforming their IT vision into business value. Listen as Bruce Graham, VP Worldwide of Professional Services for BEA Systems, discusses real-world best practices for SOA adoption from some of these leading enterprises, and how you too can accelerate your SOA Implementation.

Networking Break 10:15 am - 10:45 am
 Connect with the SOA Executive Forum Sponsors including BEA, HP, IBM, Intel, SOA Leaders, Cisco, Infravio, InterSystems, Layer7 and SOA Software.
 Sponsor Kiosk Area

General Session: ACHIEVING BUSINESS AGILITY WITH SOA 10:45 am - 11:30 am
 Grand Ballroom
 Increasingly our businesses aren't just supported by software—they're embodied in that software. Experts discuss how SOA helps you to model your business processes, highlighting the challenges involved and the benefits that accrue.

Moderated by Sandra Rogers, Program Dir., SOA, Web Services & Integration, IDC

Panelists:

Terri Bennett Schoenrock, Director, Global Managing Principal, Enterprise Application Services Program Office, HP Services Consulting & Integration

Bob Laird, IT Chief Architect, MCI

Patrick Grady, Founder, Chairman & CEO, Rearden Commerce

Ed Vazquez, Group Manager, Web Service Integrations & SOA Implementations, Sprint-Nextel

David Allen, CTO, New Castle Partners, Inc. (formerly with VISA)

General Session: ACHIEVING IT AGILITY WITH SOA 11:30 am - 12:30 pm
 Grand Ballroom

Business agility depends on an agile IT infrastructure. This panel of experts discuss how SOA technologies and principles help you deliver high-quality services that adapt flexibly to changing requirements.

Moderated by Jon Udell, Lead Analyst, *InfoWorld*

Panelists:

Jim Culbert, VP, Engineering, Avicon Group, Inc.

Frank Martinez, Founder, Chairman & CTO, Blue Titan Software

David S. Linthicum, CEO, BridgeWerx

Martin H. Brodbeck, Director, Global Application Architecture, Pfizer Global Pharmaceuticals

Carl Ververs, Enterprise Architect, ThoughtWorks

Networking Lunch 12:30 pm - 1:30 pm
 Grand Ballroom

Luncheon Presentation 12:45 pm - 1:15 pm
Sandy Carter VP of WebSphere Marketing, Strategy and Channels, IBM
 Grand Ballroom

Coffee & Dessert Networking Break 1:30 pm - 2:00 pm
 Sponsor Kiosk Area

BREAKOUT SESSION Business: SOA 101 (tutorial presentation) 2:00 pm - 3:00 pm
 Plaza Suite

A lively walk-through of the basic protocols and architectures of SOA, geared for the attendee whose focus is primarily business rather than technology.

David S. Linthicum CEO, BridgeWerx

BREAKOUT SESSION Technology: EVOLVING ROLE OF THE REPOSITORY 2:00 pm - 3:00 pm
 Grand Ballroom

The centerpiece of any services-oriented system is a repository of services, but what should that library contain, how should it be organized, and what controls should be in place? This panel of experts with differing views promise an engaging and insightful discussion.

Moderated by Jon Udell, Lead Analyst, *InfoWorld*

Panelists:

Roger J. Sippl, Co-founder & Chairman, Above All Software

Sandra Rogers, Program Director, SOA, Web Services, and Integration, IDC

Miko Matsumura, VP of Technology Standards, Infravio

Ian Goldsmith, VP of Product Marketing, SOA Software

Luc Clément, Program Director, Systinet and Co-chair OASIS UDDI Specification Technical Committee

DAY ONE CONTINUED: Monday, November 7

Afternoon Networking Break 3:00 pm - 3:30 pm
Sponsor Kiosk Area

BREAKOUT SESSION **Business:** SOA BUSINESS TRANSFORMATION

Two architects describe how moving to an SOA infrastructure had a transformative effect on their business processes, with greater efficiency and flexibility as the primary benefits. Both will present brief before/after presentations, followed by a Q&A with the audience.

Moderated by **Eric Knorr**, Executive Editor, *InfoWorld*

Panelists:

Dan Thomas, Director, DCStat Program, District of Columbia, Office of the Chief Technology Officer

Ed Vazquez, Group Manager, Web Service Integrations & SOA Implementations, Sprint-Nextel

3:30 pm - 4:30 pm
Plaza Suite

BREAKOUT SESSION **Technology:** A DEVELOPER'S-EYE VIEW OF THE SERVICES INFRASTRUCTURE

Development is different in an SOA environment; this session explains how and why, and what the implications are for enterprise development management.

Moderated by **Jon Udell**, Lead Analyst, *InfoWorld*

Panelists:

Jim Culbert, VP of Engineering, Avicon Group, Inc.

Peter Yared, Founder & CEO, Active Grid, Inc.

Scott Hanselman, Chief Architect, Corillian

Tim Ewald, Architect, Mindreef Software

Furrukh Khan, Director of Technology, Collaborative for Applied Software Technology, Ohio State University

3:30 pm - 4:30 pm
Grand Ballroom

General Session: REALITY CHECK

Derek Butcher, CTO, *InfoWorld* leads a panel of customers who will discuss real-world issues encountered in planning, implementing, and managing their SOA projects.

Moderated by **Derek Butcher**, CTO, *InfoWorld*

Panelists:

Stephen Edens, Enterprise Integration Architect, Blue Cross Blue Shield Massachusetts

Benjamin Moreland, Assistant Director, Office of Technology, The Hartford Financial Services Group, Inc.

Martin H. Brodbeck, Director, Global Application Architecture, Pfizer Global Pharmaceuticals

Todd Richmond, VP of Enterprise Architecture, Sabre Holdings

4:40 pm - 5:20 pm
Grand Ballroom

Closing Remarks & Conference Conclusion

Steve Fox Editor-in-Chief, *InfoWorld*

5:20 pm - 5:25 pm
Grand Ballroom

Comments from the Networking Reception Sponsor BEA

5:25 pm - 5:35 pm
Grand Ballroom

Networking Reception & Cocktail Hour

5:35 pm - 6:45 pm
Sponsor Kiosk Area

DAY TWO: Tuesday, November 8

Welcoming Comments

8:30 am - 8:45 am
Grand Ballroom

Keynote Address: ADOPTING SOA AT GUARDIAN LIFE INSURANCE

Jaime Sguerra CTO, Guardian Life Insurance Company of America

8:45 am - 9:30 am
Grand Ballroom

Special appearance by an IT leader who will describe how SOA is transforming Guardian Life Insurance application infrastructure.

General Session: SOA IMPLEMENTATION

Joe Paiva, Senior Enterprise Architect, HQDA, Office of the CIO/G-6, The US Army

9:30 am - 10:15 am
Grand Ballroom

A Warrior's Guide to Service-Enabled, Enterprise Architectures takes a look at how the development and use of SOA and EA can be tailored to help drive "market place superiority" in an industry where there is no such thing as "second place."

Networking Break

10:15 am - 10:45 am
Sponsor Kiosk Area

BREAKOUT SESSION **Role of Infrastructure in SOA**

This session focuses on how Infrastructure is critical to SOA — what an organization needs to prepare for and what are the key steps to take to successfully implement an SOA at the infrastructure level.

Moderated by **Eric Knorr**, Executive Editor, *InfoWorld*

Panelists:

Peter Linkin, Director of Application Oriented Networking, Cisco

Alan Boucher, Chief Solutions Architect of the Digital Health Group, Intel

10:45 am - 11:30 am
Grand Ballroom

DAY TWO CONTINUED: Tuesday, November 8

BREAKOUT SESSION SOA Application Case Studies **10:45 am - 11:30 am**
Plaza Suite

In a pair of case studies from banking and health care, two practitioners roll up their sleeves and show you how they've used SOA in mission-critical situations.

Moderated by Jon Udell, Lead Analyst, *InfoWorld*

Panelists:
Scott Hanselman, Chief Architect, Corillian
Furrukh Khan, Director of Technology, Collaborative for Applied Software Technology, Ohio State University

BREAKOUT SESSION Business: PRESCRIPTIVE GUIDANCE FOR SOA **11:30 am - 12:15 pm**
Plaza Suite

SOA presents a dazzling array of technologies and standards. How can blueprints, frameworks, pattern libraries, and other forms of prescriptive guidance help keep things in perspective?

Introductions by Eric Knorr, Executive Editor, *InfoWorld*

Panelists:
Peter Roden, Director of Technology Development, OASIS
Jon Bachman, Sr. Director Product Marketing, Sonic Software, Inc.

BREAKOUT SESSION Technology: SOA AND SECURITY **11:30 am - 12:15 pm**
Grand Ballroom

The stack of Web services security specs and federated identity protocols is still evolving. What practical security measures can be taken now to ensure a secure SOA infrastructure? What are the real vs. perceived liabilities?

Moderated by Jon Udell, Lead Analyst, *InfoWorld*

Panelists:
Naveed Hasan, Application Architect, Bloomberg
H. Walter Johnson, IT Planner, California Independent System Operator
Scott Morrison, Director of Architecture, Layer 7 Technologies
Andrew Nash, CTO, Reactivity
Mark O'Neill, CTO, Vordel

Networking Lunch with Birds-of-a-Feather Discussion **12:30 pm - 1:30 pm**
Grand Ballroom

General Session: CROSS-DISCIPLINARY SOA **1:30 pm - 2:20 pm**
Grand Ballroom

In this session Jon Udell will expand on the themes covered in *InfoWorld's* recent SOA cover story, *Building SOA Your Way*, and examine how every enterprise needs to find its own balance between complete, scalable architecture and simply building a service-oriented architecture that works. Topics include: WS-* standards and user requirements; blueprints and frameworks; WS-Heavy, WS-Lite & WS-Just-Right; and the RSS data we

Introduced by Jon Udell, Lead Analyst, *InfoWorld*

Eric Newcomer, CTO, Iona Technologies
David Butler, VP Marketing, Systinet

BREAKOUT SESSION Business: EXTENDING SOA TO PARTNERS, SUPPLIERS & CUSTOMERS **2:30 pm - 3:15 pm**
Plaza Suite

Sooner or later, your business will expose services to external consumers as well as internal ones. What are the tools, techniques, and strategies that prepare you for, and manage your way through, that transition?

Moderated by Eric Knorr, Executive Editor, *InfoWorld*

Panelists:

Jim Culbert, VP, Engineering, Avicon Group, Inc.

Naveed Hasan, Application Architect, Bloomberg

Annrai O'Toole, CEO, Cape Clear Software

Timothy Vibbert MSCIS, Sr. System Engineer, IS&S/System Integration

Jared Rodriguez, CEO, Skyway Software

Ross Altman, CTO, SUN Microsystems

BREAKOUT SESSION Technology: CONNECTING SERVICES TO THE DESKTOP & MOBILE DEVICES **2:30 pm - 3:15 pm**
Grand Ballroom

It's great to model business processes using SOA, but what about the human touch-points? This session explores a variety of ways we can connect people to services.

Moderated by Jon Udell, Lead Analyst, *InfoWorld*

Panelists:

John Schneider, Founder & CTO, AgileDelta, Inc.

Furrukh Khan, Director of Technology, Collaborative for Applied Software Technology, The Ohio State University

Kevin Hakman, Director Product Marketing, TIBCO General Interface, Tibco Software, Inc.

Afternoon Networking Break **3:15 pm - 3:45 pm**
Sponsor Kiosk Area

General Session: REALITY CHECK PART 2 **3:45 pm - 4:30 pm**
Grand Ballroom

Derek Butcher, CTO, *InfoWorld* leads a panel of customers who will discuss real-world issues encountered in planning, implementing, and managing their SOA projects.

Moderated by Derek Butcher, CTO, *InfoWorld*

Panelists:

George Zaruba, VP of IT Applications, Avaya

Eric Peebles, Business Information Services, City of Chicago

Tom Myers, Application Architect, Evergreen Investments / Wachovia Corp.

Closing Remarks & Cocktail Reception **4:30 pm - 4:40 pm**
Sponsor Kiosk Area

DAVID ALLEN**Chief Technology Officer, New Castle Partners, Inc.**

David Allen is Founder and Chief Technology Officer for New Castle Partners, Inc., a technology services firm. New Castle Partners delivers innovative solutions for the financial industry.

Prior to New Castle Partners, David Allen was Chief Technology Officer at Inovant, LLC, which is Visa's primary source for IT. Based in Foster City, CA, Inovant is the engine behind VisaNet, and is the world's largest processor of electronic payments, processing over 40 billion authorization transactions and settling \$1.4 trillion annually. Inovant maintains, operates and evolves the global VisaNet system - processing electronic payments in 120 countries around the world.

Mr. Allen's role was to drive Visa's technology strategy, enterprise architecture, technology planning and innovation to allow Visa to maintain and extend its leadership in the payments business.

Prior to Inovant, David Allen led Development and Architecture for Instinet, a New York-based institutional brokerage. At Instinet, he led the development of new analytical trading applications, trading systems, and establishment of an enterprise architecture. He was also a senior executive with Reuters, where among other roles, he led the development and strategy of the Reuters 3000 family of financial information and trading products.

ROSS ALTMAN**Chief Technology Officer, Sun Microsystems**

As an acknowledged expert in the implementation of integration technology, Altman has deep expertise in the development of strategic approaches to transforming dozens of legacy and packaged applications into a coherent network of interactive systems. He also has published groundbreaking research regarding the ROI that can be realized from a commitment to systematic application integration architecture, the adoption of a mature, repeatable development methodology and the use of best of breed development tools and networks.

Prior to joining SeeBeyond, Ross was Director of Integrated Technologies at EDS in Plano, Texas, where he developed programs in application integration architecture, methodology and governance. He also developed an EAI Audit program offering, the first of its kind in the industry.

Prior to EDS, Altman was a vice president and research director with Gartner, where his research focused on the use of integration middleware to support composite applications, straight-through processing and business process management. He was also the first to publish quantitative research regarding the return on investment that can be realized by using integration middleware to support development projects.

Altman holds Bachelor and Masters degrees from Rutgers University. In addition, he has authored over 150 articles on application development and integration, and has delivered more than 70 presentations on these subjects at industry conferences and seminars.

JON BACHMAN**Sr. Director Product Marketing, Sonic Software, Inc.**

At the Program Guide press time, this speaker biography was not available. Please consult www.soaexecutiveforum.com for the most up to date listing of speaker biographies.

ALAN BOUCHER**Chief Solutions Architect of the Digital Health Group, Intel**

Alan Boucher is a Sr. Solutions Architect with Intel Corporation and has been with the company for 17 years. He is primarily responsible for designing and driving development of distributed, client-server software architectures for the Healthcare, Life Sciences, Manufacturing, Energy, O&G and Mobile/Wireless sectors. Alan is a key contributor to the cross-architecture work supporting Intel's new Mobilized Software Initiative. He has also written over 25 solution architecture blueprints covering the healthcare, manufacturing, financial services, energy, retail, security and digital media sectors. Alan joined Intel in 1987 and holds a degree in Electro-Mechanical Design. He also has multiple certifications in networking configuration/hardware design and software development (Intel, Novell and Microsoft).

MARTIN H. BRODBECK**Director, Global Application Architecture, Pfizer Global Pharmaceuticals**

Martin Brodbeck is currently a Director in the Global Applications Architecture Group for the Pfizer Global Pharmaceuticals Group. Over the past several years, Martin has worked on defining and implementing the Service Oriented Architecture strategy for PGP aimed at integrating information and business processes across several business areas.

Prior to joining Pfizer Inc., Martin was a Vice President at Merrill Lynch in the Enterprise Architecture Group for the Private Client Business where he worked on defining the group's e-commerce architecture. Before joining Merrill Lynch, Mr. Brodbeck was the Assistant Vice President for Architecture at Deutsche Bank where he worked on designing and developing the firm's institutional trading platform for its fixed income business.

Mr. Brodbeck holds a BA from the University of Richmond and an MS from the Stevens Institute of Technology.

ANDREW W. F. BROWN**Chief Technology Architect, Merrill Lynch & Co.**

Andy Brown is Chief Technology Architect for Merrill Lynch. This involves driving strategic plans, policies, standards, guidelines, technology governance processes and technology portfolio management.

Andy joined Merrill Lynch in London in 1996 and has served in roles in Europe and the US in infrastructure architecture and engineering, Equity Technology Architecture, GMI Architecture, Head of GMI eCommerce, Head of Global Networks and Market Data Services.

Prior to joining Merrill Lynch Andy headed up Technology Architecture for Banque Paribas Capital Markets based in London and Paris. His major achievement was the rollout of Windows/NT desktop across the PCM businesses in 1995 enabling a new generation of desktop financial instrument development and associated revenue streams, through hugely decreased time to market.

Andy has previously worked in three other major industries for blue chip companies.

1988 - 1994 Andy worked for British Telecom designing and building the software platforms that supported the rollout of digital exchanges into the UK network. Andy designed and implemented network management, billing and work force automation platforms that are still in use today. Andy was a member of the core design team for INCA which won the BCS innovation award in 1995.

1986 - 1988 Andy worked on process control computing implementation for Shell Oil, automating the supply chain through a front to back refinery implementation. This was mainly linear and quad programming of multivariable functions and closed loop control.

1984 - 1986 Andy worked in Research Chemistry for ICI on molecular graphics technology and contributed to around molecular orbital and Gaussian math and numerical algorithm calculation techniques.

DEREK BUTCHER**Chief Technology Officer, InfoWorld**

As CTO of *InfoWorld* Media Group, Derek is charged with spearheading *InfoWorld's* technology initiatives. He is responsible for implementing the technology and best-practices that define the expanded role of IT in today's business environments.

Previous to his CTO role, Derek served as Director of Engineering for *InfoWorld*, where he created and managed long-term plans for technology initiatives, including web publishing systems, content redistribution and syndication, and web serving capacity. Derek has also served as Senior Engineering Manager at Disney Internet Group, where he was responsible for the architecture and development of the Go.com homepage, personalization engine, and other tools. Derek studied Computer Science and Psychology in the Bachelor of Science Honors Program at the University of Washington, where he also researched virtual reality interfaces at the Human Interface Technology Lab.

DAVID P. BUTLER
VP of Marketing, Systinet

David has more than 20 years' experience driving product strategy and marketing for enterprise software and systems companies such as Spotfire, Portera Systems, Netscape, NeXT Software, Cadre Technologies, and Data General. His broad range of experience spans the development, introduction, and marketing of products such as business intelligence analytic applications, web-hosted enterprise applications, industry leading web application servers and application development tools, and distributed OLTP systems. David has a bachelor of science degree in computer science and marketing from Boston College.

SANDY CARTER
VP of WebSphere Marketing, Strategy and Channels, IBM

Sandra Carter rejoins the WebSphere brand at IBM as VP, Marketing as of March 2005, with worldwide responsibility for Marketing, Strategy, and Channels. Her most recent prior position was Vice President, Infrastructure Solutions and On Demand Operating Environment at IBM. She was responsible for cross-company strategy, offering management and all worldwide marketing activities.

LUC CLÉMENT
Co-chair, OASIS UDDI Specification Technical Committee

Luc Clément is a Program Director at Systinet responsible for the rapid growth of industry's leading Systinet Registry and Systinet's Governance product line. He is also Co-Chair for the OASIS UDDI Specification Technical Committee. Formerly Microsoft UDDI Program Manager, Luc is well-known in the UDDI community and has been heavily involved with the UDDI specification for several years as an author and editor of the UDDI v2 and v3 specifications and various OASIS Technical Notes.

JIM CULBERT
VP of Engineering, Avicon Group

Jim Culbert is Avicon's Vice President of Engineering, leading Avicon's product development team.

He brings 15 years of commercial software product engineering experience to Avicon. Prior to joining Avicon in 2005, Jim was CTO of Metratch, a provider of billing solutions to the telecommunications industry. Prior to MetraTech, Jim was senior technical consultant at Internet Business Advantages, where he implemented internet-based business solutions for Fortune 500 companies.

Previously, Jim was a founding engineer and principal developer at NetCentric, where he managed the client software development team and was responsible for system interfaces for its IP telephony suite. While at AT&T Interchange, he developed new online services as well as the first TCP/IP based online service on the market.

Before his career in commercial software development, Jim spent 10 years at the Massachusetts Institute of Technology working on-campus and at MIT Lincoln Laboratories developing computer algorithms and systems for remote sensing and large-scale, distributed simulation.

Jim holds a bachelor's degree and a master's degree in electrical engineering from the Massachusetts Institute of Technology, where he is also a guest lecturer on software engineering.

STEPHEN EDENS
Enterprise Integration Architect, Blue Cross Blue Shield of Massachusetts

Stephen was the program architect who helped design the e-Business platform for The Hartford. (Sun Technology) He is also the architect of the BPM commercial insurance trading platform used most of the world's energy companies. (Sonic technology). Finally, Stephen is also an author for IBM and WROX and was a transformation leader for IBM, meaning a TQM and Business Process expert.

TIM EWALD
Architect, Mindreef Software

Tim Ewald is an architect at Mindreef, where he works on cutting edge collaborative design, development, testing and support tools for Web service teams. Before joining MindReef, Tim was a Program Manager Lead at Microsoft, where he was the primary architect of MSDN2, an XML-based publishing Infrastructure in use at Microsoft.com. helped shape technical requirements for the Web Services-Interoperability (WS-I) basic profile as part of the original WS-I basic profile working group. Tim is an internationally known speaker and author.

STEVE FOX
Editor-in-Chief, InfoWorld

Steve oversees day-to-day editorial operations for *InfoWorld* Media Group and is responsible for managing strategic development and implementation of editorial initiatives. He brings 25 years of publishing experience to the job, including, most recently, three-plus years as editorial director of CNET, where he directed coverage for both CNET.com and ZDNet.

Steve is no newcomer to IDG. Previously, he held positions of editor-in-chief at pcworld.com, editor at *PC World* magazine, and editor-in-chief at *The Web Magazine*. Steve also worked for *Omni* magazine (where he was Managing Editor for four years), *Popular Mechanics*, and the IEEE. He graduated from Yale University with a bachelor's degree in English.

IAN GOLDSMITH
VP of Product Marketing, SOA Software

Ian Goldsmith drives product and market strategy for the leading provider of SOA security, management, and governance solutions. His award winning products include the Service Manager for Web services management and XML VPN for Web services security. Previously as Vice President of Technology Strategy at Critical Path he drove Identity Management and wireless product strategies, including the creation and launch of its market leading meta-directory. Mr Goldsmith focuses his energies on technology adoption in large enterprises, having successfully completed several cryptography and secure messaging consulting projects with US and international defense and intelligence agencies. He holds a masters degree in computer science from Cambridge University and is a serial speaker and panelist at technology conferences.

PATRICK W. GRADY
Founder, Chairman & CEO, Rearden Commerce

A recognized pioneer in Web Services and On-Demand technologies, Patrick Grady has guided Rearden Commerce to a commanding leadership position within the Services On-Demand™ market. Five years in development, the company has a large and growing patent portfolio and enjoys first mover advantage, with a host of name-brand enterprise customers and several major technology and marketing partnerships.

In addition to serving as Rearden Commerce's strategic architect, he oversees Sales, Marketing, Product Development, Finance, and Operations.

Prior to founding Rearden Commerce, Grady spent 10 years in various venture capital, private equity, and operational roles in the technology sector.

BRUCE GRAHAM
VP of Worldwide Consulting, BEA Systems

Bruce Graham, Vice President of Worldwide Consulting for BEA Systems, is responsible for BEA's consulting organization and its worldwide operations. Bruce launched and continues to lead the Global SOA Practice for BEA, and is a major driver behind the recent BEA AquaLogic product family, and BEA's recognized leadership in SOA. Bruce joined BEA in 2003 from the Feld Group, a premiere IT strategy and technology management firm serving Fortune 200-sized corporations, where he was a founding partner in the firm.

During his career, Bruce has served as CIO of multiple multi-billion enterprises, in addition to serving as COO then CEO of a major application service provider. Bruce brings to BEA a unique, broad understanding of the development and real-world execution of "transformational" IT strategies, as well as extensive hands-on experience in systems development and integration in the Global 2000.

Bruce regularly keynotes industry conferences, is interviewed by publications worldwide, and briefs both industry and financial analysts for BEA. He attended the Advanced Management Program at Harvard Business School and holds a bachelors degree in History from Texas Tech University.

KEVIN HAKMAN
Director Product Marketing, TIBCO General Interface, Tibco Software, Inc.

Kevin Hakman is director, product marketing for TIBCO® General Interface at TIBCO Software, Inc. a leading vendor of integration, SOA and BPM software. Prior to his role at TIBCO, Kevin co-founded General Interface Corp. in 2001 with a vision for delivering software applications that looked, felt and performed like desktop software, but ran in the ubiquitous web browser. TIBCO acquired General Interface in 2004, and now the TIBCO General Interface software is recognized as the most mature commercially available AJAX (Asynchronous JavaScript and XML) platform available today. Prior to General Interface, Kevin co-founded eMergingMedia, an award winning provider of online direct marketing and e-commerce solutions. Before the Internet revolution, Kevin pioneered mass-customization marketing software for just-in-time printed catalogs.

SCOTT HANSELMAN
Chief Architect, Corillian

Scott Hanselman is Chief Architect at the Corillian Corporation, an eFinance enabler. He has over a decade of experience developing software in C, C++, VB, COM, and currently VB.NET and C#. Scott is proud to have been appointed the MSDN Regional Director for Portland, OR for the last three years, developing content for, and speaking at Developer Days and the Visual Studio.NET Launch in both Portland and Seattle. Scott was in the top 5% of audience-rated speakers at TechEd 2003 in Dallas. Scott also spoke at the Windows Server 2003 and VS.NET 2003 Launches in 4 cities. He's spoken internationally on Microsoft technologies, and has co-authored two books from Wrox Press. In 2001, Scott spoke on a 15-city national tour with Microsoft, Compaq and Intel featuring Microsoft Technologies and evangelizing good design practices. In 2002, he was a highly rated speaker at TechEd Malaysia, giving 3 sessions, including one on the .NET Framework. Scott has also spoken twice at VSLive, and was made a Microsoft MVP for ASP.NET in 2004. His thoughts on the Zen of .NET, Programming and Web Services can be found at <http://www.computerzen.com>.

NAVEED HASAN
Application Architect, Bloomberg

Naveed Hasan ('00EN, '02EN) joined the Bloomberg R&D department in July 2002, soon after completing his MSCS at Columbia University. While an undergraduate at CU, his major was Computer Science with a minor in Economics. This combination of coursework served Naveed well during his tenure at Bloomberg, where he is currently Project Manager of the Data License Web Services initiative and Team Leader of the Java Technology group. Naveed and his team are spearheading Bloomberg's customer facing web services product development. This cutting-edge SOAP, WSDL and JMS interface provides customizable and reliable access to Bloomberg data for driving mission-critical client systems.

H. WALTER JOHNSON
IT Planner, California Independent System Operator

Dr. Johnson is responsible for Information Technology Planning, Architecture, Standards, and System Engineering at the California Independent System Operator, a position he has held since it was established five years ago. He has over 25 years of information technology research, analysis, engineering, marketing, sales support, and end-user experience with a wide range of hardware, operating systems, applications, electronic commerce, and telecommunications services, and has held technical leadership positions in small/medium companies, Fortune 500 manufacturing, public sector, higher education, and IT vendors. Dr. Johnson is active with other ISOs and RTOs on a global basis, working to establish standards and best practices. He is currently the Program Coordinator for the ISO/RTO Council's IT Committee and represents the CAISO on an international working group of very large system operators that is developing a roadmap for future IT systems that support time-critical processing.

FURRUKH KHAN
Director of Technology, Collaborative for Applied Software Technology, Ohio State University

Prof. Khan and his team are responsible for the development of a suite of healthcare systems based on Services Oriented Architecture for the Ohio State University Medical Center. Prof. Khan is an associate professor in the department of Electrical Engineering at the Ohio State University. He also holds joint positions in the department of Computer and Information Sciences in the College of Engineering, and department of Anesthesiology in the College of Medicine. He is currently interested in developing healthcare systems based on SOAP Web Services enhanced by using emerging WS-* open specifications (WS-Security, WS-Policy, WS-Trust etc.) using Microsoft's Windows Communications Foundation ("Indigo"). Prof. Khan has lectured extensively on enterprise distributed computing and security in the USA, Europe and Asia. His projects have been funded by the National Science Foundation, Naval Research Laboratory, Office of Naval Research, Air Force, Wright Patterson Air Force Base, Cray Research., Lucent Technologies, and Microsoft Research.

ERIC KNORR
Executive Editor, InfoWorld

Eric Knorr is executive editor at large at *InfoWorld*. He brings 20 years of technology journalism experience to the planning, development, and execution of feature articles that serve the needs of enterprise IT managers. Eric is the former editor of *PC World* magazine, the creator of the best-selling *The PC Bible*, a founding editor of CNET, and a veteran of several dot-com follies. A winner of the Neal and Computer Press Awards for journalistic excellence, he has written hundreds of articles on desktop and enterprise technology. He has a bachelor of arts from the University of Wisconsin, Madison.

ROBERT LAIRD
IT Chief Architect, MCI

As MCI's IT Chief Architect, Bob Laird oversees the architectural roadmap that rationalizes MCI's IT systems down to the core business set needed to support the company's business. In addition, Laird is responsible for the strategic architecture for and driving the success of MCI's product areas, especially IP and next generation products.

In his role as IT Chief Architect, Laird's focus has been overseeing the migration of tightly coupled, vertical IT systems to a loosely coupled, horizontal business process architecture. With respect to product architecture, Laird's focus has been on the creation of reusable business components in a standards based implementation leveraging MCI's IP core network.

Laird received a Masters degree in Computer Science from Purdue University and has been granted two patents in the area of telephony. He has spoken at various industry forums and been quoted in CIO Insight.

PETER LINKIN

Director of Application Oriented Networking, Cisco

Peter Linkin brings over 15 years experience in the application integration and middleware business to his current role leading product marketing for Cisco's newly announced Application-Oriented Networking (AON) product line. Prior to joining Cisco he was Senior Director of Product Marketing at BEA Systems where he led their entry into the Integration and SOA spaces, and previously held senior marketing roles in the UK and US with pioneering application integration technologies at Vitria, Octel/Lucent and Hewlett-Packard. He has been a frequent speaker at industry conferences and has contributed many articles to specialist publications. Mr. Linkin holds degrees in Physics and Business Economics, and resides in California.

DAVID S. LINTHICUM

CEO, BridgeWerx

David is an internationally known distributed computing and application integration expert. He has twenty years of experience in the integration technology industry, most recently as chief technology officer (CTO) at Grand Central Communications, a company that delivers integration as a hosted service. He has also served as the CTO at both Mercator Software and SAGA Software, and has held senior-level management positions at Electronic Data Systems, AT&T Solutions, Mobil Oil, and Ernst & Young LLP. He has consulted for hundreds of major corporations engaged in systems analysis, design, and development, with a concentration in complex distributed systems.

David keynotes at many leading technology conferences including eB2B Marketplace World, eB2B World, Software Development, eBusiness World, EAI Summit, B2B Application Integration Summit, Enterprise Integration, e-Business Integration, Computing Without Bounds, iEC, iEB, and Comdex. David was also the Chairman of the Integration Consortium's Global Integration Summit 2005.

FRANK MARTINEZ

Founder, Chairman & CTO, Blue Titan Software

Frank Martinez, CEO, Chairman and founder of Blue Titan Software®, is a recognized expert in the area of distributed, enterprise application and infrastructure platforms. Frank is focused on driving development of scalable service-oriented infrastructure software that integrates business processes and information enterprise-wide. Frank's reputation as a technological visionary is demonstrated by his record of bringing innovative and commercially successful software solutions to market. Frank has had operating roles as a senior executive of several VC-backed firms, and was instrumental in building Intershop Communications into a multi-billion dollar public company in less than three years. Frank was recently named an InfoWorld Innovator by InfoWorld magazine and has also been named one of 25 leading IT innovators by CRN.

MIKO MATSUMURA

VP of Technology Standards, Infravio, Inc.

Miko Matsumura is the former Chief Java Evangelist for Sun Microsystems, where he was a visible spokesperson for Java technologies and the keynote speaker at over 100 conferences. Since leaving Sun, he has been involved with Java and Web services companies, including Infravio and Systinet.

Matsumura is an advisor to the Asia Java Fund, a limited partner with Focus Ventures, and an advisor to start up companies including TogetherSoft (acquired by Borland), Dejima (acquired by Sybase) and Kendara (acquired by Excite). He also worked as VP of Product Marketing for Web services vendor Systinet. Prior to working with Sun, Matsumura worked at Hotwired (Wired Digital) and the Well online community. He holds an MBA from San Francisco State University and a master's degree in Neuroscience from Yale University.

BEN MORELAND

Assistant Director, Enterprise Architecture Office, The Hartford Financial Services Group, Inc.

Benjamin Moreland is presently employed at The Hartford as an Assistant Director responsible for the realization of The Hartford's P&C SOA Reference Architecture. He has over 20 years of IT experience that includes management, research, presentations and development, with a strong background in artificial intelligence. In the last 3 years at The Hartford, his team has implemented over 80 services, deployed a UDDI registry and SOM and helped set the SOA standards for The Hartford. He has presented at various conferences and has taught undergraduate computer science courses at The University of Connecticut. While at United Technologies and The Univ. of Conn., he led and participated in many research and development efforts. Mr. Moreland has a BA in mathematics, and an MS in Computer Science & Engineering from The Univ. of Conn.

SCOTT MORRISON

Director of Architecture, Layer 7 Technologies

Scott Morrison is the Director, Architecture at Layer 7 Technologies, where he is leading a team to develop the next generation of security infrastructure for Web services. An architect and developer of highly scalable, enterprise systems for over 15 years, he has extensive experience across industry sectors as diverse as health, travel and transportation, and financial services. Scott has also been a director of technology at Infowave Software, a maker of wireless security and acceleration software for mobile devices, and held senior architecture positions with IBM. Before shifting to the private sector, he spent a number of years at the world-renowned medical research program of the University of British Columbia, studying neurodegenerative disorders using medical imaging technology. Scott is a dynamic and highly sought-after speaker. He has published over 40 book chapters, magazine articles, and papers in medical, physics, and engineering journals. He is the recent co-author of Java Web Services Unleashed, and Professional JMS. His current interests are in Web services security, secure mobile computing, grid systems, and enterprise system architectures. Scott is currently active as one of four co-editors on the WS-I Basic Security Profile.

TOM MYERS

Application Architect, Evergreen Investments / Wachovia Corporation

At the Program Guide press time, this speaker biography was not available. Please consult www.soaexecutiveforum.com for the most up to date listing of speaker biographies.

ANDREW NASH

CTO, Reactivity

Andrew Nash is CTO of Reactivity. Andrew was formerly the Director of Technologies at RSA Security in the Office of the CTO and led RSA's efforts within the Liberty Alliance on the Strong Authentication Expert Group creating a model for industry wide open strong authentication systems. He is a known leader in PKI and Web-Services security markets and the co-author of numerous Web Services specifications including Web Services Security, WS-Trust, WS-Federation, WS-SecureConversation and WS-SecurityPolicy. Andrew is an author of an RSA Press book on Public Key Infrastructure, a member of the OASIS Web Services Security TC and was chairman of the PKI Forum Technical Working Group. Andrew has been a key technology leader at both RSA Security and Digital Equipment Corporation. Andrew graduated from the University of Adelaide, Australia and holds a post graduate degree in Software Engineering from the University of Technology, Sydney.

ERIC NEWCOMER
CTO, Iona Technologies

In his role as Chief Technology Officer at IONA, Mr. Newcomer is responsible for directing and communicating IONA's technology roadmap, as well as IONA's product strategy as it relates to standards adoption, architecture, and product design.

Mr. Newcomer joined IONA in November 1999, after nearly 16 years at Digital/Compaq, where he held a variety of technical and management roles. He joined IONA as the company's transaction processing architect, and also served as IONA's Vice President of Engineering, Web Services Integration Products.

Mr. Newcomer leads IONA's participation in all standardization activities, and has been involved in Web services standardization activities from the beginning. He was a founding member of the XML Protocols Working Group at W3C, which produced SOAP 1.2. He is also a former editor of the Web Services Architecture specification at the W3C and is IONA's primary representative to OASIS and WS-I. Mr. Newcomer is co-author and editor of the recently published Web Services Composite Application Framework (WS-CAF) set of specifications and co-chair of the WS-CAF technical committee at OASIS.

A frequent speaker at industry and company events and contributor to popular journals and Web sites, Mr. Newcomer is the author of the best-selling *Understanding Web Services* (published in May 2002 by Addison-Wesley), and co-author with Phil Bernstein of *Principles of Transaction Processing* (published in January 1997 by Morgan Kaufman). His new book, *Understanding SOA with Web Services*, written with Greg Lomow, was published by Addison Wesley in December, 2004.

MARK O'NEILL
CTO, Vordel

Mark is responsible for overseeing Vordel's technical development roadmap. He has seven years of successful startup and technical experience. In 1996, Mark co-founded Delphium Technologies to provide high-end eCommerce and EDI communication solutions to blue-chip clients. His skills include IT solution architectures, and a comprehensive knowledge of programming. He is a contributing member of the OASIS Security Services Technical Committee, and has degree in Mathematics and Psychology, as well as graduate qualifications in neural network programming from Oxford University. Mark is the author of the book *Web Services Security*, published by McGraw-Hill/Osborne Media.

ANNRAÍ O'TOOLE
CEO, Cape Clear Software

As the leader of Cape Clear, O'Toole drives the overall vision and corporate strategy for the company. He joined Cape Clear in November 2000 to participate in the major opportunity being created by the emergence of the Web Services technologies and the massive benefits they could bring to the challenges of creating and integrating applications.

Prior to joining Cape Clear, O'Toole founded and served as Executive Vice President and Chief Technical Officer of IONA Technologies.

O'Toole began his career working with many European and international standards bodies to develop standards for software interoperability. With these and other initiatives, he has helped define the direction of the computer industry. He holds an MSc in Computer Science and an Electronic Engineering degree from Trinity College, Dublin.

He can be contacted at annrai.otoole@capeclear.com

JOE PAIVA
Senior Enterprise Architect, HQDA, Office of the CIO/G-6, U.S. Army

Mr. Paiva is the author of several IT publications including co-author of *Strategies for Information Technology* published by Prentice-Hall and used in several universities including Cornell and Rice. He has 10 years of military experience including both leading troops in the field and as a program manager. Mr. Paiva also has 10 years of commercial experience at the CIO/VP of Technology level in the Hospitality and Healthcare Industries. Mr. (MAJ) Paiva returned to Government service in 2004 as the senior enterprise architect for the Army's Business Enterprise Architecture initiative. Mr. Paiva wrote the Army's CONOPS for Cross Mission Area Interoperability and developed Tools and Templates for Army-wide use in the development of architectures incorporating both information assurance and open-standard services in a Service oriented Architecture which supports the unique needs of the Army in a net-centric war fighting environment.

ERIC PEEPLES
Business Information Services, City of Chicago

At the Program Guide press time, this speaker biography was not available. Please consult www.soaexecutiveforum.com for the most up to date listing of speaker biographies.

TODD RICHMOND
VP of Enterprise Architecture, SABRE Holdings

Todd Richmond is VP - Enterprise Architecture for Sabre. He defines open systems strategy for Sabre and is a lead member of the Sabre's IT governance body.

Todd joined Sabre in 1989 as a software developer and has directed development teams responsible for implementing decision support systems for many of the world's leading airlines. Todd is lead architect for Sabre's legacy transformation. This utilizes a Service Oriented Architecture and faces unique challenges due to the high transaction volume and high availability requirements.

Before joining Sabre Todd developed software for Boeing and General Dynamics. He has a BSEE from Wichita State University.

PETER RODEN
Director of Technology Development, OASIS

Peter Roden, the OASIS Director of Technology Development, is responsible for leading OASIS business development and technology services. He served as the Chief Technology Officer for numerous venture-funded companies, including BlueStreak, MediaMap and PurchaseSoft, where he was responsible for the development and support of web-based commercial software products. He was the founder and CEO of SupplyWorks, Inc., a leading provider of business-to-business electronic commerce services and solutions that leverage the Internet to empower manufacturing procurement. While at SupplyWorks, he was also the inventor and first Executive Director of the OBI Consortium, a non-profit organization dedicated to developing open standards for business-to-business Internet commerce. Before founding SupplyWorks, he was a research engineer at the Massachusetts Institute of Technology, where he led the team that developed the world's first business-to-business Internet commerce solution. In addition, he was the Operations and Systems Development Manager for MIT's Project Athena, a \$100M program that laid the groundwork for distributed computing using the Internet. He received an associate's degree in Film and Communications from McGill University in Montreal, a BS in Computer Science from Antioch University, San Francisco, and pursued graduate studies in the Management of Technology at Harvard and MIT. Peter is based in the Boston area.

JARED RODRIGUEZ
CEO, Skyware Software

Jared Rodriguez, partner of Tradex and creator of the first internet marketplace software in 1996 which sold for \$5.4 billion to Ariba in 2000, founded Skyway Software in 2001. Skyway Software provides custom and orchestrated SOA application design time solutions. As one of the authors of the UDDI specification, Jared has spoken at conferences ranging from JavaOne to Gartner Group's E-Commerce Expo. He was also listed as "ONE TO WATCH" in InfoWorld's 2002 list of technology innovators. Jared is easy to understand yet his message can challenge experienced C-level executives to even the most technical developer. Jared discusses how the roadblocks to SOA aren't limited to building issues but also involve version control, monitoring, maintenance, enhancements - even managing complex interdependencies via different environments. Jared highlights the importance for companies to make sure their SOA Platform can easily and quickly build, govern & deploy service-based solutions.

SANDRA ROGERS**Program Director, SOA, Web Services, and Integration, IDC**

Sandra Rogers is a Program Director in IDC's Software team specializing in application architecture, enterprise integration, and related technology research. With an intensive focus on demand-side primary research and multi-disciplinary coverage, Sandra brings a unique perspective of marketplace trends and technology adoption to the software and IT research arenas.

Sandra is an established professional in the development and application of information technology solutions for business since the early 1980s. Prior to joining IDC in early 1997, Ms. Rogers held positions in IS, technology, finance, market research, strategy, and competitive intelligence primarily for large financial and insurance organizations, and is experienced in all stages of the software development life cycle, project management, and training.

JOHN SCHNEIDER**Founder & CTO, AgileDelta, Inc.**

John Schneider is founder and CTO at AgileDelta, Inc., an independent software vendor supplying software that extends the reach of XML and web services to mobile and embedded devices. He is founded and led the Efficient XML initiative, creating the leading binary XML format. He also founded and led the ECMAScript for XML (E4X) initiative, creating the first mainstream programming language with native XML support. He helped develop several core XML standards and was U.S. delegate to NATO on international technology initiatives related to XML, messaging and data interoperability. Prior to founding AgileDelta, Mr. Schneider led Engineering and Program Management for Crossgain, a high profile startup founded to radically simplify building and deploying web services (acquired by BEA). He was also Principal Systems Engineer at MITRE. Mr. Schneider has twenty years experience developing technologies focused on mobile computing, data compression, information management, data interoperability and messaging. He has MS and BS degrees in Computer Science.

TERRI BENNETT SCHOENROCK**Director, Global Managing Principal, Enterprise Application Services Program Office, HP Services Consulting & Integration**

Terri Bennett Schoenrock is director, global managing principal leading the Service-Oriented Architecture and J2EE Open Source programs for HP's Consulting and Integration division. Prior to this position, Schoenrock led the service portfolio of enterprise architecture, IT governance, and other CIO advisory services for HP. Schoenrock is an experienced executive with extensive background in internal IT, business development and consulting, as well as global business management. Schoenrock is an accomplished speaker who addresses customers, analysts, and the media. Prior to joining HP, she founded The Axean Group, a consulting company named multiple times as one of the Fastest Growing Privately Held Companies in the San Francisco Bay area. Earlier, she led Nestle's North American data teams, administration systems, web services and IT training from 1994 to 1996; directed training and consulting organizations prior to 1994, and worked for Oracle Corporation from 1986-1989.

JAIME SGUERRA**Chief Technology Officer, Guardian Life Insurance Company of America**

Jaime Sguerra heads Guardian Life's Technology Office, and defines technological direction for deploying business-aligned solutions. He is responsible for Guardian's Enterprise Architecture and mission-critical projects. Jaime oversees cross-profit center application development, corporate messaging operations and Email, Enterprise Information Management, research and development, document and process solutions, Enterprise Security Architecture, and Marketing's IT initiatives. Jaime led the deployment of Guardian's award-winning component based and services oriented Enterprise Architecture, which reduced development costs by 32%, and increased productivity by 30%. In 2005, Jaime was selected as one of Computerworld's "Premier 100 IT Leaders," and won the 2005 CMP BTO Excellence Award. Jaime holds a Systems Engineering degree from Universidad Piloto de Colombia, with post-graduate work at NYU and at the Wharton School.

ROGER J. SIPPL**Co-founder & Chairman, Above All Software**

Roger Sippl is the founder and CEO of Above All Software. Roger has over 25 years of senior operations and chief executive experience with technology companies. He was founder of Informix Software, Inc. in 1980. Under his direction, Informix pioneered SQL relational databases, 4GL application development tools, and OLTP database technology. Roger was co-founder and chairman of The Vantive Corporation, a CRM leader and successful public company now part of PeopleSoft. He founded Visigenic Software in 1993 and helped pioneer application servers in enterprises. During the nineties, Sippl invested privately in several successful software companies, including Illustra (acquired by Informix), Broadvision, SupportSoft and Red Pepper (acquired by PeopleSoft).

DAN THOMAS**Director, DCStat Program, District of Columbia, Office of the Chief Technology Officer**

Dan Thomas is Director of the District of Columbia's DCStat program. His team builds systems that transform operational system data into actionable intelligence for fact-based decision making by District leadership. Dan has 22 years experience designing and implementing strategic, enterprise-scale systems in public, utility and private sector organizations.

JON UDELL**Editor & Lead Analyst, InfoWorld**

Jon Udell is an author, information architect, software developer, and groupware evangelist. He has been an independent consultant, was *BYTE* Magazine's editor-at-large, executive editor, and Web maven, and once upon a time was a developer at Lotus. In June 2002 he joined *InfoWorld* as lead analyst, author of the weekly Strategic Developer column, and blogger-in-chief. He also writes a monthly column for the O'Reilly Network.

ED VAZQUEZ**Group Manager, Web Services Integrations & SOA Implementation, Sprint-Nextel**

Ed Vazquez leads Sprint-Nextel's Web Service Integration Product development team in Sprint-Nextel's Innovation organization. Ed has been managing enterprise Web platform, infrastructure, and development projects for the past six years - and both internal and external Web Service integrations for the past four years. Having begun his career at Sprint as a call-center agent and having worked in Sprint Local, Sprint Long Distance, Sprint PCS, and now Sprint-Nextel divisions / organizations, Ed has a unique understanding of both internal and external customer needs in the web domains. Ed's effort's to transform Sprint's infrastructure (towards SOA) was recently featured in the September 12th, 2005 issue of *Infoworld* titled "Sprint Makes the Services Connection."

Ed graduated from the University of Kansas in 1994 and recently completed his Masters in Applied Behavioral Analysis (Psychology) at KU, as well. Ed studies XML, WSDL, SOAP, and WS Whatever in his spare minutes and loves KU Basketball, seeing happy Sprint customers, finding patterns in chaos, and not taking life too seriously.

CARL VERVERS**Enterprise Architect, ThoughtWorks**

Carl Ververs is a senior Enterprise Architect with ThoughtWorks, a global IT consultancy with an exclusive focus on end-to-end global software development and delivery. Carl's responsibilities include helping clients adopt SOA that support more adaptive business and IT organizations.

Prior to joining ThoughtWorks, Carl served as a senior architect with Goldman Sachs and Hull Trading, where he oversaw strategies for real-time, service-oriented trading systems. He has more than 15 years of distributed enterprise computing experience, among which six years were affiliated with Sun Microsystems. Carl was an enterprise application architect with Sun Europe and a Solutions Engineer for a Sun channel partner in Chicago. During this time, he designed and built custom CRM systems for geographically dispersed sales teams.

Education - M.S. in Computer Electronics, Eindhoven Polytechnic, The Netherlands

TIMOTHY VIBBERT, MSCIS**Sr. System Engineer, IS&S/System Integration, Lockheed Martin**

Tim Vibbert is a Lockheed Martin Integrated Systems & Solutions Sr. Systems Engineer and is considered an expert in service oriented architecture and web services. Tim received a B.S. in Computer Science in 1995 and a M.S. in Computer Information Science in 2000. Since joining Lockheed Martin IS&S in 2004, he has supported several internal research and development projects related to integration and web services. Tim leads the Lockheed Martin Service Oriented Architecture/Web Services Community of Practice and has been asked to present by several Lockheed Martin organizations. In addition, Tim is a member of the Web Services Technical Advisory Group, the International Organization for the Advancement of Structured Information Standards (OASIS), and the World Wide Web Consortium. Tim is based in King of Prussia, PA but supports the entire Corporation in matters related to SOA and Web Services.

PETER YARED**Founder & CEO, ActiveGrid, Inc.**

Peter Yared is the founder and CEO of ActiveGrid. Most recently, he was CTO of Sun Microsystems' Liberty Network Identity initiative. Peter was also CTO of Sun Microsystems' Application Server Division. Before its acquisition by Sun, Peter served as CTO of NetDynamics, which pioneered the then-leading J2EE application server. Earlier, he was founder and CEO of JRad Technologies, an enterprise Java company acquired by NetDynamics. Additionally, Peter was Chief Architect of client/server products at object-oriented tool maker Prograph International and the architect of several mission-critical systems deployed by U.S. government agencies and the GED Testing Service. Peter holds a BS in Computer Science from the University of Maryland.

GEORGE ZARUBA**VP of IT Applications, Avaya**

At the Program Guide press time, this speaker biography was not available. Please consult www.soaexecutiveforum.com for the most up to date listing of speaker biographies.



www.bea.com

BEA Systems, Inc. is a world leader in enterprise infrastructure software, helping enable companies to improve business responsiveness through service-oriented architecture (SOA), a software design approach that more closely aligns IT with business objectives. With 15,000 customers worldwide including the majority of the Fortune Global 500, BEA and its WebLogic® and Tuxedo® brands are among the most trusted names in business technology. Headquartered in San Jose, California, BEA has 75 offices in 36 countries. More information on BEA products and services is available at www.bea.com



www.hp.com

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended October 31, 2004, HP revenue totaled \$79.9 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.



www.ibm.com/soa

IBM has led the information technology (IT) industry since it began, and we've seen it change countless times. In fact, we've often led those changes. Today, more and more customers are searching for ways to increase the flexibility of their business processes strengthen their underlying IT infrastructure and retain and reuse their existing assets.

Services Oriented Architecture (SOA) from IBM is the answer. It provides a flexible, robust infrastructure to model, assemble, deploy and manage business processes for today's on demand business environment. It's cost-effective, modular and scalable which means you can implement an end-to-end SOA solutions customized to your requirements, when you want and how you want.



www.intel.com

For over 35 years, Intel Corporation has developed technology enabling the computer and Internet revolution that has changed the world. Founded in 1968 to build semiconductor memory products, Intel introduced the world's first micro-processor in 1971. Today, Intel supplies the computing and communications industries with chips, boards, systems, and software building blocks that are the "ingredients" of computers, servers and networking and communications products. Intel is building advanced technologies into our products to enable the move toward service-oriented IT. A service-oriented enterprise based on Intel platforms can transform business through increased agility, reduced IT complexity and lower costs. More information about Intel is available at www.intel.com.

SOALEADERS



www.soaleaders.org

The SOA Leaders Council is a unique community of service-oriented architecture visionaries. IT executives share their experiences and expertise designing and implementing SOAs to both enrich and learn from their peers. Community members participate in regular in-person local meetings and benefit from hearing first-hand accounts of how others have addressed issues, deployed technology and generated business results. SOA Leaders has chapters throughout the US and in Europe. We welcome new members - please join us.

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- AmberPoint** - www.amberpoint.com
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www.cisco.com

Cisco Systems, Inc. is the worldwide leader in networking for the Internet. Today, networks are an essential part of business, education, government and home communications, and Cisco Internet Protocol-based (IP) networking solutions are the foundation of these networks. Cisco hardware, software, and service offerings are used to create Internet solutions that allow individuals, companies, and countries to increase productivity, improve customer satisfaction and strengthen competitive advantage. The Cisco name has become synonymous with the Internet, as well as with the productivity improvements that Internet business solutions provide. At Cisco, our vision is to change the way people work, live, play and learn.



www.infracio.com

Infracio, Inc. is a leading provider of SOA technologies based on open software and standards. Founded in 1999, Infracio has deep expertise through award-winning Fortune 1000 customer projects. The Infracio X-Registry Platform™ provides SOA builders with visualization, design time, run time, and change governance across the lifecycle. It features the patent pending Service Delivery Contracts™ to improve the configurability and agility of services. Headquartered in Cupertino, California, Infracio is backed by venture capital firms, Walden International and Crystal Ventures, as well as NetIQ Corp. (Nasdaq: NTIQ). For more information, please call 1.408.861.3000, email info@infracio.com or visit www.infracio.com.



www.intersystems.com/ensemble

InterSystems' Ensemble is the only comprehensive integration platform that incorporates the functionality of an integration server, application server, high performance object database and a unified development and management environment in a single, architecturally consistent product. Ensemble takes application integration to the next level by enabling organizations to rapidly implement new business solutions that enhance the value of existing applications, orchestrate new business processes and integrate data across the enterprise.



www.layer7tech.com

Layer 7 Technologies helps enterprises realize secure, cost-effective business integration using XML and Web services. The SecureSpan product suite governs and accelerates integrations that span security and identity domains without expensive and inflexible programming. Benefits include faster time-to-market, lowered integration costs and security consistency across federated departments and partners.



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SOA Software, formerly Digital Evolution, is the leading provider of comprehensive enterprise-class SOA security, management and governance solutions. SOA Software's products include the award winning Service Manager, Registry and XML VPN. These products combine to create the only complete SOA Fabric solution available today to secure, manage and govern SOA and Web services. Service Manager was awarded the 2004 Gold Product of the Year Award for Web Services Management from SearchWebServices.com. SOA Software is a privately held company backed by leading investors including Redpoint, Mellon Ventures, Palisades Ventures Fund and Paladin Capital Group.

InfoWorld's SOA Spotlight (online resource)

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BY DAVID LINTHICUM

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InfoWorld Special Feature "10 Steps to SOA" and "Making SOA Work"

(feature article in print/online)

Scheduled to appear in *InfoWorld's* Nov. 7 issue, "10 Steps to SOA" and "Making SOA Work" cover the state of SOA technology, its real-world implementations, and future potential. "10 Steps to SOA" provides incisive guidance gleaned from interviews with enterprise customers, analysts, and technologists and covers topics ranging from process decomposition to security to service orchestration. "Making SOA Work" takes a close look at how four large enterprise customers — British-American Tobacco, Sabre Holdings, Thompson Financial, and Verizon — have deployed SOA on the ground.

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