The Los Angeles Business Journal presents

CIOs of the Year

2012

This special advertising supplement did not involve the reporting or editing staff of the Los Angeles Business Journal.
Publisher's Letter

For several years now, we've taken the time at the Los Angeles Business Journal to single out the cream of the CEO and CFO crops. With special events and sections of our issues dedicated to these deserving leaders, we like to think we're bringing attention to the fabulous stories of individual and team-player achievement in our businesses. And it was one afternoon several moons ago while we were putting one of these events together that the discussion turned to the dramatic way our Los Angeles business landscape has changed over the last few years as a result of technology.

And as we, like most, regularly commend the great CEOs and CFOs for their role in accepting – even ushering in and innovating – new technology – it became apparent that a celebration of those with their hands on the proverbial steering wheels of this technology were well past receiving their due. The CIOs are the often unsung heroes of business success – especially in recent times when integration or implementation of technological systems has become a do or die proposition in so many industries.

And so here it is – our first Los Angeles Business Journal CIO Awards, where we stop for a moment to applaud the IT knowhow and technological achievements of the corporate space’s hi-tech men and women – the often unsung architects and enablers of our companies’ operational successes.

You can ask virtually any successful CEO or CFO in Los Angeles and they are likely to agree that it’s nearly impossible to quantify the value of the CIOs and IT teams they work so closely with. Indeed, it’s the CIO’s who are often charged with providing the operational tools required to match a CEO’s vision for a company. So for all the great CIOs celebrated by our awards this year, we say thank you and congratulations! Your tireless contributions to the companies you serve and ultimately, our business community as a whole, are appreciated.

This year’s list of superb finalists — each an example of excellence in the field of corporate technology stewardship — made it even more difficult to arrive at the honorees. We are particularly excited to shine a light on eight honorees announced in eight categories: “CIO of the Year” representing small, medium sized and large businesses, “Government CIO of the Year,” “Non-Profit CIO of the Year,” “IT Team of the Year,” “IT Service Partner of the Year,” and our very special “CIO Lifetime Achievement Award.” We applaud each and every one of the honorees and finalists!!

Best regards,
Matthew A. Toledo
Publisher & CEO

Prospect Mortgage Proudly Recognizes Our CIO

Cameron King

About Prospect Mortgage

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Customer Service – Serving you with great products, advice and follow-through, from our fast loan approvals to final funding, makes us the right choice for all your home loan needs.

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The City of Santa Monica congratulates Jory Wolf on winning the 2012 Los Angeles CIO Awards Lifetime Achievement Award and thanks him for more than 30 years of service to our community.
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CIO OF THE YEAR
(MORE THAN 500 EMPLOYEES)

JEREMY ERLANDSEN
MRV COMMUNICATIONS

Jeremy Erlandsen has led MRV Communications through an immense amount of change since being hired as the company’s CIO. His main goal in being hired as the CIO was to reorganize MRV’s global IT operations from a regional structure into a centrally controlled competency based model. Erlandsen led his IT team through this daunting task at a steady pace, enabling the assurance of quality work as well as timeliness in meeting deadlines. His ability to take on certain pieces of this project on his own and delegate other responsibilities to his team members was critical in the project’s successful completion. Faced with the daunting task of restructuring the entire IT operations of a company like MRV, Erlandsen is in tune with the fact that the people within his team are critical to the success of the project. Therefore, selecting the most skilled, experienced and talented professionals to carry out the project are of the same importance. Erlandsen built a team of experienced IT professionals that have an understanding of MRV’s business as well as younger individuals that are experts in newer cloud technology. He promotes a culture of continuing education where these IT professionals can learn from each other every day as they collaborate on the projects at hand. Erlandsen has always been a proponent of working closely with other lines of business as well. At MRV, he created an executive alignment program with some of the key departments including operations, engineering, finance, accounting and human resources. This program gave Erlandsen and his IT team an understanding of the goals of each department, allowing him to align the new IT infrastructure with the business as a whole.

With many years of experience in revitalizing IT departments, Erlandsen has found that collaborating with the business is of the utmost importance in completing successful projects.

CIO OF THE YEAR
(100-500 EMPLOYEES)

MARK LONG, PhD.
ZYNX HEALTH

Mark Long’s commitment to technical excellence is deep and wide-ranging. When he first arrived at Zynx Health, the product development group was using an out-moded software development process that continually resulted in cost overruns and reoccurring quality problems. Long insisted that his managers introduce and operationalize modern, sound software engineering practices (such as unit testing, test-driven development, and continuous integration). Long also introduced a culture of continuous learning (of new platforms, languages, techniques), and invested heavily in hiring and retaining top-notch talent. Along the way, he created a culture of collaboration and employee empowerment by encouraging strategic and conceptual thinking. He engages his employees in brainstorming sessions in which he plays devil’s advocate; this leads everyone to think more critically not just in their conversations with Long, but in their interactions with colleagues within Technology and the rest of the company. Long believes that the best way to foster innovation is to create an environment where all ideas are welcome. He continually invites all staff to provide him with suggestions, input, feedback, etc. on any and all topics ranging from technology choices to process improvements. He is always open to new ideas, and in addition, brings a rigorous process to test, validate and prove each idea on its own merits. Long has encouraged his team to generate and make hypotheses explicit, building artifacts to test the hypotheses, and learning from those tests. By introducing this methodology, and fostering its adoption, Long has given his IT team tools which not only allow them to be innovative, but require them to be individually accountable for identifying the areas of greatest uncertainty on which an idea hinges, and finding quick, inexpensive ways to test and refine those.
**CIO OF THE YEAR (FEWER THAN 100 EMPLOYEES)**

**ADRIAN NEWBY**
CROWNPEAK TECHNOLOGY

Adrian Newby is responsible for delivering the global infrastructure for the leading software as a service in web content management (WCM). This is an enterprise line-of-business application with over 12,000 corporate seats and over 3,500 live web sites under management. In short, Newby and his team of 8 have created the world’s first high-availability global WCM service. The system Newby has developed is robust enough to support the websites for customers such as Nissan, MetLife, Lilly, Deloitte and Skype. The system is secure enough to have passed the most strenuous reviews from the Fortune 1000. And the system is managed in a way that delivers against a high-availability SLA, but still saves the customer over 70% of the cost of alternative systems. Newby’s leadership is clearly demonstrated by the efficiency and innovative methods to deliver an enterprise software system. Newby spends about 50% of his time internally and about 50% customer-facing. So his first job is to deliver a robust, secure, high-availability system globally. His second job is to communicate to the internal and external constituents about how his team does things, why they do those things and why the things they do matter to the customer. In addition to supporting the creation and delivery of CrownPeak’s software products, Newby and his team have created a series of value-added services like site archiving, advanced security management and application-specific monitoring services that are easy add-ons and upsell opportunities for the customer base. He was able to conceive and develop these capabilities due to his interaction with the customers and then bring the requirements back to his team to facilitate. Everybody in the company understands and appreciates the vital role he plays and what he’s doing to drive business success for CrownPeak and its customers.

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**CIO OF THE YEAR (GOVERNMENT/PUBLIC SECTOR)**

**DOUG ALBRECHT**
PORT OF LONG BEACH

Doug Albrecht is responsible for providing information technology leadership that enables the Port of Long Beach to be the world-class organization that it is. His division helps the Port achieve its strategic goals by improving business processes and implementing business-critical systems that make the organization more effective. He is also responsible for providing technology expertise and ensuring that the Port’s technology users receive the highest customer service through continuous service improvement. Albrecht demonstrates a strong leadership focus by developing the key technology initiatives for more effective management of Port operations, putting together courses of action for the successful implementation of these initiatives, and then communicating them to the Port team. He cultivates this skill through his team by surrounding himself with highly skilled, motivated IT people who seek the active cooperation and collaboration between team members. In his 19 years with the Port, Albrecht has introduced computer automation to many in the Harbor Department. He is currently implementing the Port’s first-ever Information Management Business Plan, a five-year program of projects to upgrade the Port’s processes, systems and technology infrastructure. Albrecht communicates his technology plans to various constituents and teams so that employees grow a genuine understanding of how the Port’s technology contributes to the organization’s success. He presents how the technology translates to tangible returns-on-investment according to the constituents’ interests. For example, if presenting a certain technology initiative to the finance department, Albrecht will discuss how the technology will specifically impact the accounting and record-keeping processes that are the main concerns for the department, and what else the department can expect. He also clearly communicates what is needed from team members to ensure successful adoption of the technology, and follows through on any assigned action items or responsibilities to teams or departments so that technology programs are the most that they can be from start to finish.
ERIN Griffin is the Chief Information Officer for the Screen Actors Guild where she serves on the strategic management team as well as overseeing the Guild’s technology-related operations – and a wide-ranging operation it is - with 20 offices, 400 employees (200 of whom are based in the Los Angeles office), and representing more than a million actors, announcers, broadcasters, journalists, dancers, DJs, news writers, news editors, program hosts, puppeteers, recording artists, singers, stunt performers, voiceover artists and other media professionals. Known as a consummate IT executive, Griffin takes a long-term strategic view, and manages people effectively in order to build systems to deliver on the strategy. Griffin helped successfully merge the Screen Actors Guild with AFTRA. The merger closed on March 31 of this year and the joining of the two groups meant that they were able to merge over a million members in their database. Griffin set up a system that enabled the newly merged entities to meld seamlessly all the while benefiting from an IT system that follows best practices thanks to Griffin’s diligent and technologically savvy leadership.

Formerly Vice President for Information Technology and CIO at Loyola Marymount University in Los Angeles, as well as CIO at St. Johns College, she previously served the U.S. State Department in Germany, and the U.S. Navy in Japan, Italy, and at the US Naval Academy. Now at SAG-AFTRA, Griffen promotes leadership through her strengths of IT knowledge and infrastructure. She leads a solid team of skilled professionals and demonstrates effective leadership throughout the IT group and business processes. She also works directly with the board of directors and brings them up to speed at meetings. She is a part of executive committee teams and other various groups within the organization to communicate how technology contributes to the company’s success.

KENNETH HEAPS
LATHAM & WATKINS LLP

In his role as the Chief Information Officer of Latham & Watkins, Kenneth Heaps is responsible for Latham & Watkins' worldwide technology and communications strategy, platforming, technology support and training, data governance, systems security, eDiscovery and practice support services. He serves as a key member of the firm’s Technology Committee and Security & Privacy Committee. When Heaps joined Latham in 1989, there were approximately nine offices in three countries with 500 attorneys. Today, there are 31 offices in 15 different countries with 2100 attorneys. Heaps has demonstrated strong leadership in evolving and scaling the Technology Department and its services to match the growth, strategies and infrastructure of the firm. Teamwork is inherent in all areas and at all levels, and this has facilitated creating a global structure that supports different cultures, both regionally and based on vertical expertise. Growing the Department to meet the demands through customer service and innovative thinking, and also providing a scalable and highly reliable technology platform that is aligned with business needs have been Heaps' primary focus. As a result, the firm and its legal professionals have been provided with technology tools and services that enhance client services and provide competitive advantages. Latham’s Technology Department follows a few basic principles when hiring and keeping great people. It is essential for the Technology team members to possess the highest degree of technical expertise, as well as a thorough understanding of the firm’s core legal practices. There is a standard for providing full-service support solutions and for offering the best possible customer service at all times. A collegial and collaborative work environment is also fostered in order to create an effective and cohesive team culture. These factors make it possible to work cooperatively as a team on a global scale and to provide consistent and reliable service and support around the clock.
Our Salary Center offers tools that tell the fortune of over 70 technology salaries. To learn the future of technology salary trends, calculate local salary ranges and download a FREE 2012 Salary Guide, visit rht.com/salarycenter.

You will see what lies ahead for technology salaries
NEWEGG INC.

NEWEGG Inc., which owns and operates Newegg.com and NeweggBusiness.com, is a leading e-retailer of computer components and consumer electronics. The company is committed to becoming the most trusted and reliable marketplace on the Web by offering a superior shopping experience, rapid delivery, and stellar customer service. With more than 3 million products available and an award-winning web site, Newegg has earned the loyalty of tech-enthusiasts and novice e-shoppers alike. Newegg.com and NeweggBusiness.com offer depth of selection in product categories such as computer hardware, PCs, tablets and laptops, electronics, and software. Newegg also equips its customers with state of the art decision-making resources such as detailed specifications, how-to's, two million customer reviews, and high resolution photo galleries. Newegg is dedicated to providing the best service to its Newegg.com and NeweggBusiness.com customers. It is Newegg’s belief that great service establishes strong ties, loyalty, and repeat customers. The company knows, for example, that fast shipping is crucial for customer satisfaction and makes sure that 100 percent of orders are shipped out within one business day. Newegg also works hard to maintain low call and wait times to ensure that any customer service issues are addressed quickly and effectively. The company operates more than 1,000,000 square feet of warehouse space in the U.S. alone. Newegg’s team of customer service associates is also available via phone, e-mail and online chat to ensure a customer’s utmost satisfaction. Whether Newegg’s customer is a self-proclaimed computer “geek,” small business owner or independent IT contractor, Newegg provides its registered users with the right tools to purchase everything that is needed for a business or home office. NeweggBusiness, which caters to small and medium-sized organizations across a variety of industries including government, education and healthcare, offers its customers unique benefits to help streamline purchasing processes, and maximize both time and budget.

LIFETIME ACHIEVEMENT AWARD

JORY WOLF

CITY OF SANTA MONICA

Jory Wolf has been an innovative thought leader, advocating for the use of technology to enhance services and attract businesses to Santa Monica. His leadership is reflected in the skill and dedication of Santa Monica’s Information Systems Department, which is respected for its integrity, know-how and reliability. Formed in 2007 under his leadership, the Information Systems Department now has 40 staff organized into five divisions supporting City, business and public networks; over 160 applications; a free public Wi-Fi service; management and support of all City technology hardware and software; and administration of the City Net broadband program. His innovative vision has also helped Santa Monica attract and retain many entertain-ment and high-tech companies. Prior to City Net, these businesses found it difficult to get telecommunication companies to invest in the infrastructure required to meet their demands. Wolf has implemented many beneficial organizational strategies for IT staff that have helped integrate technology and business within the organization. The resulting partnership has helped the City to implement several innovative technologies, including a free City-wide Wi-Fi network, transportation management technologies that help track parking and manage traffic signals, and a municipal broadband program that helps spur local economic development. One of the most successful of Wolf’s organizational management strategies was to locate technology staff within many of the City’s departments, where they learn the processes and practices working alongside operations staff. This has led to a synergy between technology and business because IT staff is turned to when City leaders are looking to re-engineer practices to provide improved services, streamline workflows or better utilize technology. Furthermore, these technologists are seen as part of the team and therefore trusted by operational staff to support their needs because they have a common mission and goal. The City continues to invest its scarce resources into technology because Wolf and his staff are trusted to deliver successful projects that provide benefit to the City and the community.
NeweggBusiness offers Net Terms, volume discounts, and everything you need to successfully operate your business. Consolidate and maximize your budget for IT and office products at NeweggBusiness.com. We make it simple.
This year's esteemed CIO of the Year finalists are arranged below alphabetically by last name. Congratulations to all of the finalists!

**CARMELLA CASSETTA**
Cornishan Colleges, Inc.

Carmella Cassetta's leadership is one of vision and focus on business direction of the organization. She does an excellent job in relaying the executive direction and decisions to her staff to ensure Cornishan's activities are in line with the businesses. She continuously looks for the team's advice, solicits ideas and challenges the norm to ensure her team is aligned. Cassetta is well integrated into the business as a critical member of the executive team. In her role as SVP CIO & Procurement she touches the corporate offices for IT related areas as well as purchasing responsibilities. Bi-weekly she presents to the business critical updates for her collective departments to ensure the executive and business partners are aware of any pending and/or significant systems changes. In addition to this, she chairs an IT Steering Committee meeting on a monthly basis to present an overview to the senior executive team.

**JIM CONNOLLY**
Synx Health

Jim Connolly leads by example. When a project needs help, he always offers to help before project managers have the opportunity to ask. He reduces cross-department friction through strong, even-handed directives and communicates his decisions with clarity and resolve. He is open to criticism, meeting with everyone on his staff at least once a month, looking for ways to improve their day-to-day by eliminating blocking problems or streamlining operations, particularly with departments outside Technology. Jim Connolly does not make his decisions in a vacuum. He is able to judge the mood in the room and deliver decisions which positively impact the teams he supports. He relentlessly gathers feedback and uses it to tailor decision-making throughout the executive team in a way that benefits his employees, department, and organization.

**VIC HERRERA**
DTT Surveillance Inc.

In the past year, Vic Herrera and his department have led a revolution in leadership and standards within DTT Surveillance. Through the adoption of a tailored management process, Herrera has been able to increase the department's throughput, as well as the quality of all final products. To maintain this momentum, he has implemented an appropriately sized management structure as well as instituted reporting and communication methods that induce all levels of staff to produce at their best. Some soft tactics that have been used in support of this practice include offering professional development incentives as well as strategic bonuses to top performing staff. In addition, unhealthy staffing issues have been remediated with management through the expression of easily attained, incremental goal for improvement. As part of his delivery to follow executives, Herrera goes out of his way to hear all sides without bias and come to solutions that can successfully address the root desire or requirement of any request.

**DEANNA JOHNSTON**
Belkin

Deanna Johnston partners closely with her business to truly understand its operational requirements and challenges. Rather than delivering solutions based solely on what the business requests, she first digs in to digest the entire process in question and in almost all cases shows the business that what they asked for is not truly what they want, then proceeds to develop and deliver a superior solution. Her deep understanding of business processes, and of Belkin’s unique requirements, has directly contributed to her being awarded several high-level cross-functional projects that no other senior leader had the skill set to tackle. For example, she is leading the overhaul and relaunch of Belkin’s website, which requires cross-functional partnership throughout all levels of the company. She has actively sought buy-in from everyone and keeps everyone apprised of development along the way.

**CAMERON KING**
Prospect Mortgage

Cameron King continually fashions a culture of innovations, solution and respect by creating an open, honest and collaborative environment. He stresses the constant desire to have his personnel improve themselves personally and professionally through additional technical, communication and skill set refinement advancement and refinement. He thinks “Big Picture” and communicates his plan to the business by demonstrating how technology and innovation create efficiency and lower overall costs. He understands the technology side as well as the business side which allows him to present solutions that all the company to grow financially. King has been able to establish strong inter-departmental relationships and trust based on his deep and comprehensive industry knowledge and experience in all aspects of our business, including IT, sales and operations. His experience and knowledge provide him with the ability to provide insight as well as critical and strategic recommendations to issues and suggested initiatives companywide.

**MATTHEW KRAVITZ**
DTT Surveillance

Matthew Kravitz has taken a unique approach to executing projects and initiatives at DTT. Instead of having a separate “IT” organization that operates independently from the business, DTT essentially has a “virtual” department comprised of cross-functional resources. A typical project involves Kravitz as the project manager, the VP of the department, one functional resource, and one or more programmers. So instead of only having “the business” being viewed as a constituent or outsider during the design and development of a project, they are labeled and identified as a core member of the delivery team. It’s a subtle difference, but significant enough that none of the VPs feel as though projects or changes are thrust upon them.

**DAVID LAM**
Stephen & Wise Temple

David Lam is constantly looking for ways to improve the organization’s operation and works closely with executives to implement their program in a way that supports multiple missions of the organization. For example, using a Six Sigma Black Belt methodology, he has worked with the Accounting, Communications and Center for Youth Engagement departments to work on business improvement projects that don’t necessarily involve technology. Lam is constantly looking for innovation in both managing his team and in working with others. Two years ago, he installed a $750,000 phone system at zero net cost to the organization by creatively looking at the budget and working with the vendor. Additionally, the organization was one of the first religious schools in the country to offer remote learning, and is constantly implementing new and cutting-edge solutions. More recently, Lam is exploring the use of cloud technologies to lower the cost of computing.

**LEVY LIEBERMAN and MENDY PINSON**
Psy夺e LLC

As leaders, the duo of Levy Lieberman and Mendy Pinson motivate their team leading by example, never taking their success for granted. Both credit their success to the fact that this position allows them the opportunity to teach others and lend them the same opportunities that they were fortunate to come by. The pair also makes a point of always knowing “how” to complete any task they delegate, and employs their technical, communication and skill set to tackle. For example, she is working with a major software vendor and various consulting firms, in addition to her years of experience as a registered nurse. Communication is a critical skill in leading successful IT projects. She enjoys that all IT projects are communications andshe utilizes all options available. Marx and her team have implemented electronic medical records, free Wi-fi for the community, iPAD applications for physicians, online bill pay for patients, wireless temperature monitoring for medications, numerous safety alerting systems, online portals for employees, Facebook pages for human resources, etc. She is open minded, creative and encourages thinking outside the box. Her passion for healthcare IT is such she recently began teaching an intro to healthcare IT class at Cal State Fullerton.

**PHILIP LIEBERMAN**
Lieberman Software

Philip Lieberman is a highly accomplished security software executive with more than 30 years of industry experience. He has an established track record of finding shortcomings in existing market solutions and filling those gaps with innovative new products. As president and founder of Lieberman Software, he developed the first products to serve the privileged password management and shared account password management space. Today he continues to introduce new solutions to resolve the security threat of unmanaged privileged accounts. His company pioneered its first commercial product in 1994, but traces its roots back to 1978 when it was founded as a software consultancy. Since its inception, Lieberman has maintained Lieberman Software as a profitable, management owned firm. It has consistently provided unique solutions that fill the niche of managing privileged accounts throughout the cross-platform enterprise. He also happens to be a visionary who pioneered the privileged identity management space.

**KARA MARX**
Methodist Hospital

Kara Marx holds a master’s degree in healthcare services and uses her unique combination of academic training and work experience to communicate on all levels and through all departments. Her background includes working with a major software vendor and various consulting firms, in addition to her years of experience as a registered nurse. Communication is a critical skill in leading successful IT projects. She enjoys that all IT projects are communications and utilizes all options available. Marx and her team have implemented electronic medical records, free Wi-fi for the community, iPAD applications for physicians, online bill pay for patients, wireless temperature monitoring for medications, numerous safety alerting systems, online portals for employees, Facebook pages for human resources, etc. She is open minded, creative and encourages thinking outside the box. Her passion for healthcare IT is such she recently began teaching an intro to healthcare IT class at Cal State Fullerton.
CIOs OF THE YEAR 2012

JORGE MATA
Los Angeles Community College District

There are a number of ways Jorge Mata has contributed to the Los Angeles Community College District’s success. First, he created the Technology Strategic Plan and has now embarked on a team effort with the business units in creating priorities and an implementation plan for consideration across the enterprise. He is also creating open architecture enterprise standards led by colleges to facilitate concepts of shared services and co-dependencies to better accomplish goals with minimal resources. Mata has worked to showcase his IT strategy and deployments with post-implementation reviews for continuous adjustments to meet evolving needs. His decisions are based on guiding principles such as evaluating solutions with consideration for total cost of ownership. He also makes a point to map business processes across business units to better understand information and data flows, guide automation, reduce unproductive tasks and enhance services for students.

DAN MATTHEWS
Skirball Cultural Center

A results-oriented team leader, Dan Matthews has worked to build the capacity of the Skirball’s information systems over the past seven years. Under his leadership, the Skirball has overcome technical challenges, implemented new systems, and created innovative technical displays for exhibitions. An example of his superior leadership skills is his work overseeing the conversion of an antiquated database system into TheRaizer’s Edge, Blackbaud’s state-of-the-art fundraising system. After determining that the outdated database would not suit the Skirball’s future needs, Matthews implemented a conversion process that involved the transfer and synthesis of over 30,000 computerized and paper records from 3 different departments. He has successfully led similar conversion processes to overhaul the Ticketing, Point of Sale, Emarketing, and Membership database systems.

JESS MCKINLEY
DTI, Inc.

Jess McKinley demonstrates strong leadership focus to his team by staying up to date on current technology and working with his team on innovative ideas. He is very active in working with key executives at his organization. He researches software and technology and provides clear insight and direction to his executive team. McKinley is always working with his executive team and team members to successfully show them technology roadmaps. He brings in different vendors and people to speak on innovative ideas. He also works with different groups and stays up to date on trends, concepts, and technology to help his company grow. He does his due diligence when looking for employees, as well. For example, he promoted his executive assistant recently to a marketing role to further her career.

CASEY MOORE
DoubleLine

Casey Moore motivates his team at DoubleLine and brings in the most current technologies to the office. He cultivates skill and knowledge with training seminars and weekly update meetings amongst all team members. He is also a central part of the business and his input and knowledge are key components of the business’ success. He always has time for every employee and every problem. Moore has built project road maps that are clearly defined to all levels, from his direct team to upper management, companywide and to external customers. He has a terrific knack for building highly skilled, motivated, and loyal teams. Moore challenges his staff technically and allows them to grow personally and professionally. He provides all the necessary tools and materials that allow his staff to be successful in their fields.

STEVEN SHOCK
Irel & Manella LLP

A significant focus of Steven Shock’s tenure has been attentiveness to his firm’s business needs. He avoids the pitfall of creating an insularity that characterizes many IT departments and instead works closely with the firm’s technology partner and in assessing and addressing the firm’s needs. He provides quarterly technology updates to our technology and managing partners, outlining projects closed during the previous quarter and planned for the upcoming quarters. Rather than make all IT decisions himself as to what he feels is the best choice, he arranges for pilot groups to test various options and then, only after thorough testing and discussion, does he make the decision. There can be a tendency among users to feel that IT is imposing its will on the user base. Shock, however, takes great pains to ensure that users feel heard and that their business needs are taken into account before any significant decisions are made.

STACEY SHULMAN
American Apparel

Stacey Shulman was able to quickly demonstrate her value as a leader at American Apparel as she moved from Director of IT to CIO in less than two years. She has the responsibility of overseeing many IT departments and has the ability to maximize technology and managing partners, out-lining projects closed during the previous quarter and planned for the upcoming quarters. Rather than make all IT decisions himself as to what he feels is the best choice, he arranges for pilot groups to test various options and then, only after thorough testing and discussion, does he make the decision. There can be a tendency among users to feel that IT is imposing its will on the user base. Shock, however, takes great pains to ensure that users feel heard and that their business needs are taken into account before any significant decisions are made.

CAL NET TECHNOLOGY GROUP

C G R A T U L A T E S

DAN MATTHEWS
From the Skirball Cultural Center

AND ALL OF THE OTHER NOMINEES OF THE LOS ANGELES BUSINESS JOURNAL’S CIO AWARDS

For Carmella Cassetta, putting students first is at the heart of being a CIO.

The entire Corinthian Colleges organization congratulates Carmella Cassetta on her nomination and selection as a finalist for the 2012 CIO of the Year award from the Los Angeles Business Journal.

Her dedication to CCI’s goals and future fuels our mission to change students’ lives.

2012 CIO of the Year Nominee

Carmella Cassetta
Chief Information Officer
Corinthian Colleges, Inc.

C C I
CORINTHIAN COLLEGES, INC.

Carmella Cassetta puts students first and manages information systems to change students’ lives. Continued on page 44
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seeing all retail management technology at American Apparel. This task has recently become much more complicated with the initiative of a global online retail system. Shulman has also been able to successfully align her IT team in roles which align with their skill set. Shulman joined American Apparel just before a period of serious turmoil where IT expenditures were not aligned with the business. As she was elevated to CIO, she was able to work effectively with the business to focus on areas of growth. With this strategy, she has been able to bring about improvement within her department, as well as help the business focus on revenue generating areas.

MICHAEL SIFTAR
Uih Auto Parts Network

Michael Siftar has impressed many with the job he has done laying out a clear and concise IT roadmap for US Auto Parts. He has successfully delivered his plans to the rest of the executive team and has achieved buy-in from them. Thanks to his strong relationship with the rest of the business, he is able to explain the value of this IT roadmap. Siftar collaborates with various vendors to explain his plans for the future of the IT department. He is efficient in explaining where he wants to be in the future and managing the vendors to figure out best path to get there. The larger employee base of US Auto Parts understands the importance of technology and it shows through the successful user adoption of their systems. Siftar also delegates efficiently with the information technology department. He has a very good understanding of the abilities of his employees and puts them in positions to succeed and grow within US Auto Parts.

BRIAN SMOLSKIS
Presbyterian Intercommunity Hospital

Brian Smolks has lead the IT journey PIH started beginning in 2003. PIH knew that in order to remain competitive, it had to adjust its original roadmap to enhance its IT infrastructure as well as continue to implement an electronic health record. Smolks' knowledge of the changing healthcare requirements is a key factor in the success of making the necessary and correct changes to the hospital's roadmap. As changes are made, Smolks presents the roadmap to the Board of Directors and Executive Leadership explaining his recommendations and the value of staying on course. Smolks delivers the same technology roadmap and message to the PIH staff to ensure that everyone is hearing the same message and understand the direction of the organization. PIH is now a leader in the implementation of an electronic health record and is aligned for growth due to the knowledge, direction and leadership of Smolks.

PAUL VOLKMAN
Keenan & Associates

Paul Volkman demonstrates leadership as CIO at Keenan & Associates as the primary leader of all IT functions for the enterprise. This role includes strategic planning, IT governance, technology direction and deployment, management and deployment of resources, enabling competitive advantage and operations of all IT systems. Through his leadership focus, Volkman has developed a strong IT team proficient in many disciplines that align with various business initiatives and goals toward growth. Volkman has developed strong ties with each of the primary business units in Keenan’s Compensation, Property & Liability, Employee Benefits and Third Party Administration. Through these business relationships and a continued communications throughout the Keenan enterprise Paul and his team have aligned the technology needs of Keenan with the business initiatives for growth, customer service and innovation.

TOM WHITE
Porteous Fastener Company

Tom White first started working with Porteous as a consultant and he made such an impact, that Porteous asked him to come on as a full time CIO to help them implement his recommendations. This speaks a lot to the leadership and experience he brings into his role as CIO. He was asked to bring the IT infrastructure from a state of disarray to a fully integrated system. He also played a pivotal role in placing his consultants in the company as employees and then turning current employees into skillful programmers. The first day White started working with Porteous he spent time with the executives, as well as the business users. He knew from over 20 years of restructuring IT departments that the executive buy-in was key, but for the changes to actually be adopted he would have to get buy-in from the everyday users as well.

Innovative. Strategic. Highly-Skilled.

Those are words that describe Brian Smolks. Chief Information Officer for PIH and Bright Health Physicians and one of this years CIO Award finalists.

We salute you, Brian, and your entire Information Technology team for your strong leadership, expertise, focus and commitment to outstanding technology in the ever-changing healthcare field. In collaboration with our stellar physicians, clinicians and staff, Brian has managed the implementation and adoption of the enterprise’s Electronic Health Records, among many other IT projects. His dedication benefits all of the patients in our service areas by providing them with quality, efficiency and safe care.

As an Integrated Delivery System, PIH and Bright Health Physicians are the communities’ health and wellness partners providing a range of healthcare services to better serve their needs.

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