

Are You On the Right Path? How Leaders Implement Sustainability

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Program Description:

Discover how well-known business leaders manage the challenge of embedding sustainability and social responsibilities across the firm. Learn what world-class companies are doing to ensure visibility, communicate internal guidelines and expectations, overcome resistance and help the customer figure out what they need with the ultimate goal to ensure both understanding and buy-in. This is your chance to ask thought leaders, in supply chain, what worked and what didn't work.

As IBM Vice President, Global Engagement Office, Cathy Rodgers is responsible for providing complex global opportunity engagement and pursuit leadership on an approximately \$20B annual pipeline of international deals. Rodgers is responsible for IBM Global Services Worldwide Strategic Relations and was instrumental in driving cooperative relationships with Oracle, HP, EMC, SAP, and others. Her leadership, integrity and creative partnering approaches paved the way for a world-class engagement model in the growing area of 'multi-sourcing' and co-opetition. Rodgers currently Chairs the IBM GTS Smarter Planet/Cities Global Advisory Board, is the Chairperson for ISM(Institute for Supply Management) Committee on Sustainability & Social Responsibility, sits on Tech America's Commercial Board of Directors and is a member of Tech America's International Environmental Committee

Rodgers is one of IBM's most sought after executives for employee motivational events and speaks regularly on the topic of sustainability, supply chain, creating a smarter planet and women in business. She has been recognized twice as woman of the year in business in California, has received a special accommodation from the Governor of California, and was previously featured in the *New York Times* for her work with minority suppliers. Rodgers holds a B.A., M.A. in Education/Community Services, an MBA with a minor in Finance and holds her teaching credential.