

Synergies and Strategies: Insights for Energizing and Advancing Sustainability

Part One: Sustainability Evolves and Concepts Broaden: ISM's Updated Principles

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Session Code: FC

Session Description:

This conference concludes with four short, insightful presentations, followed by discussion and interaction:

- One: **Sustainability Evolves and Concepts Broaden: ISM's Updated Principles**
- Two: **Driving Sustainability Efforts Within the Supply Chain**
- Three: **Conference Issue and Trend Identification**
- Four: **CAPS Research Offers Research and Support**

This session concludes with Q&A. Attendees will be encouraged to share their own stories and experiences.

Biography:

As IBM Vice President, Global Engagement Office, Cathy Rodgers is responsible for providing global opportunity engagement and pursuit leadership on an approximately \$10B 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 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.