



## **It's Not a "Return" and There is No New "Normal"**

### **Mapping Technology's Path Forward from the Pandemic**

**Thursday, June 24<sup>th</sup>, 2021**

The path forward Post-Pandemic requires major contributions by technology leaders -- CIOs, software developers, entrepreneurs -- enabling the new connections, engineering the data flows and processes, and empowering the team collaborations and customer experiences that form foundations for the future.

Peter Coffee brings us the global and multi-industry perspective of cloud leader Salesforce.com, promising us an evening of insights and opportunities for action.

Join this tech visionary for a glimpse into the future – to better understand the major trends accelerated by the pandemic and the profound impacts of technology in shaping how the world moves forward.

**ZOOM REGISTRATION IS REQUIRED.**

Our goal is to give the audience a flavor of what organizations actually have to go through to become a data first culture.

The panel will discuss these topics:

Overview of data platforms and tools, and how to distinguish between them:

- Big players—AWS, Google, Oracle, Azure
- Tools such as Tableau, SAS, Oracle analytics, Microsoft Power BI

Transformation/ Activation of data for healthcare – from dashboards to actions:

- Data foundation, aggregation
- Getting to KPIs and dashboards to actions

How to implement platforms, tools, dashboards – from a project standpoint

- High level implementation details, changing skills of organization
- Change management and key elements of success/ adoption
- Beyond scaling of organization.

After short presentations, we will conduct directed Q&A and invite questions/interactions from the audience.

#### ZOOM REGISTRATION IS REQUIRED

After registering, you'll receive a confirming email from Zoom.

#### About our Speaker:

##### **JPeter Coffee -- Vice President for Strategic Resource at Salesforce.**

Peter Coffee, VP for Strategic Research at Salesforce, has been with the company for thirteen years. He works with the company's customers, partners and account teams in areas including connected customer engagement, new data models and methods, trust technologies and practices, and business applications of AI-derived techniques. He currently spends most of his time with customers assisting their acceleration of digital transformation timelines in response to the global pandemic.

Peter spent his eighteen years pre-Salesforce writing for publications including eWEEK, Computer Language and AI Expert, while also publishing two books and contributing to many others in areas including Java programming, information governance, and nanotechnology developments. Before that, he worked for ten years as an AI applications analyst and desktop computing manager at The Aerospace Corporation, and in project management roles for various divisions of (what was then) Exxon Corporation in locations from the Gulf of Mexico to the Arctic. He has lectured on innovation practices and AI techniques at Stanford, CalTech, Harvard Business School, and the Sloan School of Management at MIT, along with other institutions in Singapore, India and Spain. His current writing often appears at [diginomica.com/author/peter-coffee](https://diginomica.com/author/peter-coffee).

In the real world, Peter has been a Boy Scout high-adventure expedition leader, choral and instrumental composer/conductor/performer, and manager of a Los Angeles-area food bank; he is President and co-founder of the Foundation for Intelligent Life on Earth, a Seattle-based nonprofit focusing its immediate attention on food insecurity in that region along with its principal ongoing support for climate-change research and mitigation.

#### A VIRTUAL MEETING

**Date:** Thursday June 24<sup>th</sup>, 2021

**Time:** 5:30 PM to 6:15 PM Virtual Networking. 6:15 to 8:00 PM Presentation (Pacific Time)

**Location:** a ZOOM-based meeting

**Cost:** FREE for all with Advance Registration

**Registration:** Advance registration on Zoom IS REQUIRED

**LINK TO REGISTER:** [https://us02web.zoom.us/meeting/register/tZwtd--trD8sHdyDMUFEYavaDNSwx\\_4F59Uv](https://us02web.zoom.us/meeting/register/tZwtd--trD8sHdyDMUFEYavaDNSwx_4F59Uv)

#### COMING EVENTS

**June - Peter Coffee's Annual Forecast** – a tech visionary sharing latest innovations in the marketplace and offering insights on their true impact. Learn about trends gaining momentum, and ways to achieve competitive advantage. This joint event with ACM is consistently standing-room only – but this year it's VIRTUAL.

With Virtual Networking beginning at 5:30 PM.

## **COMMUNITY EVENTS:**

**AITP Akron Virtual Chapter Meetings,** <https://akron-aitp.org/>

**AITP Chicago Virtual Chapter Meetings,** <https://www.aitpchicago.com/> and also <https://conta.cc/3qDWYSv> Meetings are held on Central time.

### **Special Virus Announcement:**

In keeping with the state of California Guidelines, AITP-LA is suspending in-person events until June and will plan to use Zoom video/teleconference options until that point. These events will be posted as usual on our website and announced to those in our email distribution.