The Center for Information Management Studies (CIMS) at Babson College presents

*Enhancing Enterprise Performance Using Social Software*

Wednesday, March 28, 2012 * 8:15 am to 2:00 pm

Olin Hall * Babson College * Wellesley MA

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**AGENDA**

7:45 – 8:15  
Registration and Coffee

8:15 – 8:30  
Opening Remarks

8:30 – 9:30  
**Intranet 2.0: How Social Networks are Delivering on the Failed Promise of Knowledge Management**

*Paul Gillin, Principal, Paul Gillin Communications*

Organizations are inherently social, and when they enable people to reach out and find each other, connections are formed and discoveries are made that transcend org charts. But Intranet 2.0 isn't a zero-sum game. Open communication challenges traditional lines of authority and may be seen as a threat to those who are invested in existing structures. In fact, the biggest barriers to internal social network adoption are political, not technical. In an economy that demands innovation, resourcefulness and knowledge efficiency, do we really have any choice but to change? Gillin looks at how social networks are transforming the way businesses operate and at the bitter medicine some companies must swallow in order to realize their potential.

9:30 – 9:45  
BREAK

9:45 – 10:45  
**Social Business Leverage: Summoning the Power to Align Strategy with Operations**

*Vanessa DiMauro, Chief Executive Officer, Leader Networks*

Organizations are being challenged to do more with less. The need to connect, collaborate and learn from association members is paramount. Through the use of social business tools and approaches, organizations are in a unique position to lead the charter. DiMauro will explore the best practices of using social business as a platform to strengthen core operations. Drawing from a portfolio of action research findings, she will share recent data on the impact of social tools on professional decision-making. DiMauro will also offer a set of best practice models for creating effective social business programs to understand, plan for, measure and leverage the content and conversations available to motivate their audiences to act.

10:45 – 11:00  
BREAK

11:00 – Noon  
**Longitudinal Evaluation to Assess Value of Business Social Networking Platform**

*Donna Cuomo, Chief Information Architect, Center for Information & Technology, MITRE Corporation*

*Laurie E. Damianos, Principal Artificial Intelligence Engineer, MITRE Corporation*

*Lester J. Holtzblatt, Senior Principal Systems Engineer, MITRE Corporation*

In 2009, MITRE deployed a business social networking platform to facilitate collaboration both internally and with MITRE’s external customers and sponsors. MITRE initiated a longitudinal evaluation to assess the business value of this platform over an extended period of time. Cuomo, Damianos and Holtzblatt will discuss their findings to date including extensive case studies, a survey of the impact of the use of the tool on social and intellectual capital within the enterprise, and the perceived benefits individual staff derived from long term usage. Instrumented for comprehensive activity collection, they explore visualizations of growth of networks and other key metrics to inform insight into usage and behavior.

Noon – 1:00  
LUNCH

1:00 – 2:00  
**The Analytical Economy**

*Judah Phillips, Founder, Analytics Research Organization and DAT*

In this session Phillips explains why “digital analytics is the new black” on the Internet. More importantly you will learn from a global executive, one who gets his hands dirty, about the contemporary reality of thinking analytically and acting globally and locally, in the context of “data business” where business value is created by using data, analytics, and research for creating profitable revenue and/or reducing cost in today's Analytical Economy.
Paul Gillin. Principal of Paul Gillin Communications, is a writer, speaker and online marketing consultant. He specializes in helping business-to-business marketers use social media and quality content to reach customers. His books include The New Influencers (2007), Secrets of Social Media Marketing (2008), The Joy of Geocaching (co-authored with wife Dana in 2010), and Social Marketing to the Business Customer (co-authored with Eric Schwartzman, January, 2011). Gillin is a veteran technology journalist with more than 25 years of editorial leadership experience. He studied in the Babson MBA program and has a BS degree from Boston University.

Vanessa DiMauro is Chief Executive Officer of Leader Networks. A pioneer in business-to-business community building, she has created successful online communities and networks for more than fifteen years. DiMauro is a popular speaker, researcher and author on the topics of online communities, social and professional networking, and Web 2.0 for business. She takes the approach of a cultural anthropologist to help businesses effectively use social media to get closer to their customers, thereby generating revenue, innovation and tangible ROI. DiMauro’s client list includes Cisco, Cognizant, EMC, LexisNexis, Palladium Group, and SAP. She has a BA and MA from Boston College and has served as an executive-in-residence for Babson’s Olin School of Management.

Donna Cuomo, Chief Information Architect in MITRE’s Center for Information and Technology, is responsible for supporting the enterprise-wide advancement of social business, collaboration, and knowledge systems, as well as enterprise information architecture. Since joining MITRE, she has held positions in human computer interaction, intranet application development, enterprise system design and architecture, and strategic planning. Cuomo is now researching the business value of a social-business networking platform for multi-organizational partner collaboration called Handshake, and exploring ways to improve and support multi-organization information sharing. She holds a Masters and PhD degree from the State University of New York at Buffalo.

Laurie E. Damiano is a Principal Artificial Intelligence Engineer in multimedia and collaboration at the MITRE Corporation. Her interests lie in user centered design, evaluation methodologies, and collaboration technology. Damiano’s’ more recent efforts include deploying an enterprise social bookmarking tool and a social business networking platform. She received degrees in biology, computer science, and mathematics from Carnegie Mellon University.

Lester J. Holtzblatt. Senior Principal Systems Engineer in MITRE’s Center for Information and Technology, has led a number of evaluation studies assessing the impact, perceived benefits, and business value of MITRE’s social software and collaboration technology. The results of these studies have been presented at several conferences and workshops including at the Conference on Computer Human Interaction, the Computer Supported Collaborative Computing conference, and the International Conference on Human Computer Interaction. He holds a MS degree in applied psychology from the University of Toronto and a MS degree in computer science from UMass Lowell.

Judah Phillips, founder of non-profits Analytics Research Organization and DAT, creates economic value from data, analytics, and research. He has contributed to the conversation about the Internet and spoken at events across the country, including X Change, I-COM, eMetrics, eTail, and AdobeMAX. Phillips is the emcee and programmer of several events, including the optimization of Mediapost's OMMA Metrics and Research conferences in New York City and San Francisco. He runs a consultancy, SMARTCURRENT, and is an advisor to several companies including Yieldbot and Localytics. His previous positions include Senior Director, Global Site and Business Analytics & Reporting at Monster Worldwide and Director of Web Analytics at Reed Elsevier. Phillips holds MS and MBA degrees from Northeastern University and a BA degree from the University of Massachusetts, Amherst.

To register, please call the CIMS office at 781-239-4531, or email kschaus@babson.edu. We are online at www.babson.edu/cims