Tulane Business Forum explores digital transformation

September 9, 2018



From e-commerce and cloud computing to data analytics and managing the threat of cyber attacks, the business world is undergoing a dramatic shift. For the 39th annual Tulane Business Forum, industry leaders from local and national firms will discuss the ongoing digital transformation and how companies are using technology to solve problems and generate value in new and innovative ways.

This year’s program -- "Digital Transformation: Strategy to Execution" -- will take place on Friday, Sept. 21, 2018, at the Ernest N. Morial Convention Center in New Orleans.



Joe Ochipinti

Serving as morning keynote speaker is **Joseph Ochipinti**, CEO of UnitedHealthcare, Gulf States Region, who will discuss how the industry has collaborated to improve member health outcomes, share details on how to create ownership and accountability with consumers, and highlight where employers should be investing in preventative and health & wellness programs.



Leo Denault

Leo P. Denault, chairman and CEO of Entergy Corp., will deliver this year's luncheon keynote presentation, "The Utility Reimagined: Solutions for a Changing World." Denault will discuss how rapidly advancing technologies are changing consumers' expectations of service providers and opening new opportunities to redefine the value Entergy delivers.

In addition to the keynote addresses, this year's program will include introductory remarks by Tulane University Senior Vice President and Chief Operating Officer **Patrick Norton** and Freeman School Dean **Ira Solomon**; a presentation from **Roger E. O'Donnell**, partner and global head of Data and Analytics, Audit, with KPMG, on the influence of data and technology in business and everyday life; and a presentation by **Walt Green** and **Christopher K. Ralston,** partners with Phelps Dunbar who practice in the areas of cybersecurity, privacy and data protection, who

will discuss lessons learned from recent data breaches and offer best practices for key decision makers in the event of a cyber incident.

The program will also include a fireside chat about the deal that brought DXC Technology to New Orleans. Announced in November 2017, the company’s 2,000-job New Orleans Digital Transformation Center is the largest single job announcement ever for New Orleans. The chat will feature **Terrell Boynton**, director and general manager of DXC Technology's New Orleans Digital Transformation Center, and **David Snyder**, chairman, president and CEO of REALSCAPE Group. The chat will be moderated by **Michael Hecht**, president and CEO of GNO Inc.

The Tulane Business Forum is an annual presentation of the Tulane Association of Business Alumni (TABA), which represents the more than 20,000 alumni of the A. B. Freeman School of Business. Each year, the forum features speakers of national and international renown who address topics of interest to the business community.

Forum registration, which includes continental breakfast and lunch, is $250 for the general public and $175 for Tulane alumni. Once again this year, attorneys can get four hours of Continuing Legal Education for attending the forum, Certified Public Accountants can get five hours of Continuing Professional Education credits, and Professional Engineers can get five hours of Professional Development Hours. For more information or to register, visit tulanebusinessforum.com or call 504-861-7921.