



Los Angeles Chapter

Thursday, December 5, 2013  
Dinner Meeting, 6 – 9 pm Courtyard Marriott, Culver City

## **How to Stay Relevant by Leveraging Outsourcing and the Cloud –**

What you need to know to make good outsourcing and cloud decisions. How you can create value for the business you serve.

A recent study from NTT Com Security found that approximately 87 percent of organizations in North America have either moved the majority of their data and services into the cloud or plan to do so within the next two years.

(Link to article: <http://www.internap.com/industry-news/north-america-hotbed-for-cloud-adoption/>)

### **PANEL DISCUSSION WITH MODERATOR**

**Program: Four presentations followed by a panel discussion and Q/A.**

#### **MODERATOR**

**Norbert Kubilus, CEO Coleman University**

#### **PANELISTS**

**Jack Bicer, CEO of Sekur Me & Septium Corporation**

**Jeffrey Papen, Founder of Peak Hosting and Peak Web Consulting**

**Carlos Caballero, VP of Products at RESULTS.com**

**David Froemke, David Froemke Consulting**

**MODERATOR:**

## **Norbert Kubilus**

**Norbert was the AITP Association President for 2012, is currently Chair/Board of Trustees & CEO of Coleman University in San Diego, and Managing Director of the Kubilus Ferri Group.**

Award-winning innovative technology and business leader with an international reputation in utilizing technology to achieve competitive advantage. Norbert's management and consulting experience in taking organizations through transitions and turnaround situations ranges from start-up to Global 1000 companies, as well as with non-profits and government agencies. He is effective at building culturally diverse, team-centered operating units. His customer-centric approach has enabled him to initiate profitable alliances with vendors, suppliers and other business partners to drive value. Norbert has authored over 70 publications on business/technology issues and is a frequent speaker at conferences in the US and Europe.

LinkedIn profile: [www.linkedin.com/in/norbertkubilus](http://www.linkedin.com/in/norbertkubilus)

## **PANELISTS:**

### **Jack Bicer**

**CEO of Septium Corporation and Founder & CEO of Sekur Me, and is Founder & President of TechBiz Connection.**

If you can't beat them, join them!

The outsourcing and offshoring trend seems to be here to stay. So how can we make ourselves indispensable when other jobs are going away? Even if jobs are outsourced or offshored, someone has to manage them locally. Jack will discuss the skills and the tips necessary to manage an outsourced/offshored project successfully.

### **BIO**

Jack is an Entrepreneur, Inventor, Businessman, and a Dreamer with a tremendous drive. Operating where business and technology intersect, he founded Sekur Me, the world's best user experience for secure mobile login and payments, with unmatched capabilities. He also founded Septium, a developer of custom Mobile Apps, Web Apps and Mobile Web Apps.

Jack is a senior technology executive with a proven track record of leading software development efforts to create custom software solutions that increase efficiencies and open new markets. Today, his inventions run on every computer and every smartphone. He is the Father of "Uninstall", he invented the Uninstall concept and developed the first commercial uninstaller, and the inventor of "Automatic Software Updates" and network based software distribution and updates. He also runs [TechBiz Connection](http://www.techbizconnection.com), a nonprofit professional organization for tech folks that want to stay current and network with peers.

LinkedIn profile: [www.linkedin.com/in/bicer](http://www.linkedin.com/in/bicer)

## **Jeffrey Papen**

### **Founder of Peak Hosting and Peak Web Consulting.**

If you are considering outsourcing, the first thing I would emphasize is the importance of understanding both the economics and total cost of ownership. You need to have a clear understanding, up front, of what you will receive in terms of both performance and human effort, meaning what will fall to you to do, and what will fall to the vendor. You need to be crystal clear about these considerations to make an informed decision, because you don't want any surprises about what you are REALLY going to get or how much it's REALLY going to cost. The second consideration is understanding how to evaluate the costs for staffing, storage and compute. The best course of action for your company can involve doing it yourself, outsourcing, or a blend of the two. There are a number of options available, but which you select depends on having a thorough understanding of your company's needs, goals and capabilities.

#### **BIO**

Jeffrey is founder of Peak Hosting and Peak Web Consulting, and currently acts as their evangelist and visionary. Over the past 12 years, Jeffrey has grown Peak Hosting into a major player within the managed hosting industry. His work with Peak Web Consulting has created a network outsource company currently running the networks for many leading Web 2.0 companies, as well as designing, building and maintaining national network backbones and managing connectivity between global data centers.

Before establishing Peak Hosting, Jeffrey amassed over 20 years' experience implementing BGP load-balancing and multihoming policies at both Yahoo! and Excite@Home. While at Yahoo!, he developed a myriad of proprietary network analysis tools, including SQL-based bandwidth utilization and billing reconciliation (Happydog), ISP SLA testing (Glacier), BGP transit analysis (TUNDRA), and non-invasive multihoming performance testing (Alpine) applications.

A Computer Science Engineering graduate of UCLA, an analyst for Coleman Research Group, and frequent industry lecturer, Jeffrey has also invested his time and expertise in mentoring many incubator and accelerator programs.

LinkedIn profile: [www.linkedin.com/in/jeffreypapen](http://www.linkedin.com/in/jeffreypapen)

## **Carlos Caballero**

### **VP of Products at RESULTS.com.**

On one hand, it is difficult to be optimistic for "defending local resources from outsourcing". But on the other hand, when adding "business velocity" to the traditional variables of cost and complexity, it becomes easier to identify what the high ground is for the outsourcing flood, and how to move towards it.

#### **BIO**

Carlos has over fifteen years of Product Management and Product Strategy experience for software vendors such as JIVE, Quest Software (now DELL), Starbase (now Borland) and more.

Carlos defines himself as “the archetypical products guy”, someone who orchestrates, guides and nurtures software visions in their way to becoming business value, by having “feet glued to P&L, hips joined to Development, heart shared with products' users, and head in the product's future”.

Having conceived and rolled out software products of all types for fast-growth vendors, covering industry segments from Enterprise to SaaS to Web Apps and Mobile, and having done so with development resources in eight countries, gives Carlos a wide perspective on the issues associated with outsourcing.

Carlos has a degree and teaching credentials in Physics and Applied Mathematics from Universidad del Centro, Argentina, but he believes his best training comes from a fruitful life full of crazy ideas, very smart friends, quixotic battles, and a devotion to his family.

LinkedIn profile: [www.linkedin.com/in/carloscaballero](http://www.linkedin.com/in/carloscaballero)

## **David Froemke**

### **David Froemke Consulting.**

It is often best to use in-house staff to lead the revolution and outsourced providers to execute.

### **BIO**

Formerly VP of Technology at Lieberman Research Worldwide and Principal Consultant at DynTek, David is a CTO For Hire, Technical Advisor, and Consultant.

Currently David is a CTO For Hire, Technical Advisor, and Consultant focusing on financial and technological business related results. He balances technology with corporate growth, while simultaneously preserving and aligning culture. His emphasis is on telecommunications, Internet, network integration, technology management and strategic operations, with specific experience related to professional service firms. His strong negotiation and team building skills have enabled him to architect and implement complex IT strategies that incorporate both traditional and cloud-centric technologies utilizing in-house staff to lead the revolution and outsourced providers to execute. It is his in-depth understanding of emerging technology and IT operations coupled with the ability to translate corporate vision to systems which enables him to improve an organization's bottom line by streamlining IT as a service.

Specialties: Professional services organizations, infrastructure design and implementation, mergers and acquisitions, communications tools, document and knowledge management.

David holds a Bachelor of Science in Business Management from San Francisco State University.

LinkedIn profile: [www.linkedin.com/in/froemke](http://www.linkedin.com/in/froemke)

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**NOTE:** Get there at 6:00PM or even before for networking!

**Bring your business cards and plan to network with your peers at  
Courtyard by Marriott LA Westside (Culver City by the 405)**

**RESERVATIONS:** Reservations are required!

<http://a3.acteva.com/orderbooking/bookEvent/A338996> Be sure to click on the PayPal logo; you still have the option to pay by either credit card or PayPal. Acteva registration customer service will register you if any difficulties. Phone 877-855-8646.

**PRICE:** Dinner & Program: Dinner & Program: Members \$25 in Advance, \$35 at the Door. Non-members \$35 in Advance, \$45 at the Door. For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.

**LOCATION:** Courtyard by Marriott – LA Westside, 6333 Bristol Parkway, Culver City 90230 310-484-7000. Self Parking at hotel (\$8).

**DIRECTIONS:**

<http://www.marriott.com/hotels/maps/travel/laxcv-courtyard-los-angeles-westside/>

Going South on 405  
Take 90 Fwy East  
Slight right at West Slauson Ave  
First right onto Bristol Parkway

Going North on 405  
Take exit 49B to merge onto Sepulveda toward Slauson Ave  
Right at Green Valley Circle  
First right onto Bristol Parkway

**CONTACT INFO:**

Website: <http://aitp-la.org/>

LinkedIn Group: AITP-LA Association of Information Technology Professionals, Los Angeles Chapter.

To be added to email list: [info@aitp-la.org](mailto:info@aitp-la.org)

Twitter: [@AITP\\_LA](https://twitter.com/AITP_LA)

**COMING EVENTS**

**November 20th** – AITP-LA sponsors **Interface '13, Combining Elements for a Stable IT Solution**. Wednesday, November 20th from 9am to 4:30pm at the Anaheim Marriott. Focusing on Business Continuance & Recovery, Network & Data Security, Enterprise Communications. <http://www.interfacetour.com/orange-county-california.html>

**December 11th** - AITP-LA sponsors the **6th Annual Digital Family Reunion** on Wednesday, December 11th from 6:00pm to 11:00pm at the Skirball Cultural Center in Los Angeles. Intended as a cross-disciplinary, multi-sector technology and business community event including 40+ trade associations, networking organizations, meetups and social groups across the entire greater LA region. <http://www.digitalfamilyinc.com/>

## ABOUT OUR SPONSORS



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