Peter Coffee -- Steps Today, Leaps Tomorrow: Technology's Role in the Global Re-Opening

A VIRTUAL MEETING

Date: Thursday, July 23, 2020
Time: 6:00PM to 8:00PM Presentation

Zoom Webinar

Registration in advance on Zoom IS REQUIRED.

Technology's Leadership Role in the Global Re-Opening

Every industry, and every institution of society, faces two questions today. First, and most immediate: **What is the optimal time line for re-opening of pre-crisis places of business** – of offices, retail locations, classrooms? Answers will differ across sectors, and depend on the second and longer-range question: **What *persistent* changes must be expected in work arrangements, customer interactions, and core business models?**

The solutions require major contributions by technology leaders -- CIOs, software developers, entrepreneurs -- who will be enabling the new connections, engineering the data flows and processes, and empowering the team collaborations and customer experiences that will form the 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 – driven by recent developments.

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

ZOOM REGISTRATION IS REQUIRED.

Go to our LinkedIn Events page at https://www.linkedin.com/events/petercoffee-sannualforecast/ to show you're attending, and to see others who are attending.
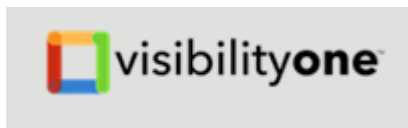
ABOUT OUR SPEAKER

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.

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.

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Contact Information:

AITP-LA can be accessed at www.aitp-la.org and the LinkedIn group is "AITP-LA"

For more information, contact Mitchell Matsumura at 310-561-0755.

About AITP-LA

Association of Information Technology Professionals LA (AITP-LA) meets in West LA with a focus on keeping members abreast of trends and best practices in managing technology, and providing strong networking opportunities.

AITP-LA is about technology – bringing experts in their field to share cutting-edge ideas with members. Helping members connect the dots, take the next steps, grow in their ability to apply technologies to competitive advantage.

AITP-LA is part of a national organization that provides leadership, professional development, certification and personal growth opportunities to IT managers and technologists. The core of the AITP experience is the chapter network, with 400 professional and student chapters throughout the country.

AITP-LA welcomes your direct participation in chapter activities. There are opportunities to help with Publicity, Programs, Membership, Outreach, and other areas—it's a great time to join AITP-LA.

Subscribe to our newsletter: https://www.informationtechnologyzone.com/

Become a member of AITP-LA: send a request to membership@aitp-la.org

Note: AITP-LA program events offer Professional Development credits for a variety of certifications (such as PMP, CISA, CBAP, etc.). Learn about cutting-edge technology trends and earn credits toward your certifications! (Please refer to your certification guidelines to confirm eligibility.)