Solutions Innovation, Solutions Engineering for Industry Solutions

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What is Innovation? It's not always about inventing something entirely new. Innovation occurs at the intersection of invention and business insight. Creating industry solutions is not about doing something new for every client's problem, it is about creatively solving business problems with reusable assets or building blocks. It is about using a systematic process to solve clients business and infrastructure problems for speed and quality.

Creating a discipline, can we quickly and easily create and manage solutions? Changing business environments require quick changes, new business models and new solutions. In IBM, we are using a Solutions engineering approach to change the way we work with the solutions lifecycle. Business drivers, process enablers and lessons learned will be presented.

Biography

Cathy was appointed Vice President, Industry Solutions and Emerging Business for the Research division in September 2004. She is responsible for connecting research with industries to focus innovation on the application of technology to real-world problems. Her mission is to create a tight linkage between the research community and our sales organization and to create and manage new emerging businesses. Prior to this position, Cathy was Vice President of Global productivity and Employee IT advocate in the CIO organization. Her focus was on, improving and expanding the IT services, support and function to our employees. She provided a single point of contact for managing contracts, operations and measurements with service providers such as those with the IBM Global Account, AT&T, and others around the world.

Cathy joined IBM in 1978 as a programmer supporting Test Engineering in Endicott, New York. Within a year, she moved to the New York tri-state area where she has held various programming and team lead positions. In 1982, Cathy joined the IBM Credit Corporation where she developed and managed the information center and advanced technology development departments. She then moved to the corporate common financial systems organization as a development manager. In 1993, Cathy joined the PC Company where her organization was responsible for executive information systems, decision support systems and manufacturing process support. She then went to IBM Research in 1996 as Executive Assistant to the Senior Vice President of Research. In 1997, Cathy was appointed as the CIO for the Research Division. Cathy joined the CIO organization in 2001 as Vice President of B2B Initiatives. Cathy had worldwide responsibility for enabling IBM as a world class participant in the B2B environment.

Cathy holds a BS in Mathematics/Computer Science from SUNY Binghamton and an MBA in Finance from Iona College. In addition to her IBM responsibilities, Cathy's activities have included: Secretary, Board of Education, Brookfield, CT School District; Chair Curriculum Committee, Brookfield, CT School District; Member of National Science Foundation Business and Operations Committee; National Academy of Engineering committee on diversity in the technical work force; Smith College, Advisory Board for school of engineering; Justice of the Peace, State of Connecticut.