

**Sept. 16: Learn To Grow Current Revenue By Utilizing Information Technology More Effectively Presented By Newry Corp.**

*Symposium offers details on Expanding ITs Role in Delivering Growth for CIOs, IT executives, and corporate leaders in Chicago, Ill.*

For Immediate Release

CHICAGO/EWORLDWIRE/Aug. 29, 2008 --- CIOs today are struggling with the perception that their departments are providers of commoditized services and cost centers that can best serve the organization by trimming their budgets. According to Mr. Nick Bush, Vice President of Newry Corp., an Ohio-based growth and strategy consultancy, IT departments are being pigeon-holed and utilized incorrectly. "We'll likely see this trend continue until IT is considered more in terms of the role it can play in driving profit and growth - not just as stand-alone cost centers. To address this perception, IT organizations are being told to innovate to increase revenues. However, few organizations know how to accomplish this."

To help IT organizations learn how to increase corporate revenues by addressing unmet customer needs and enhancing customer-facing IT capabilities, Newry Corp. is hosting a symposium on Expanding ITs Role in Delivering Growth for CIOs, IT executives, and corporate leaders, on September 16, 2008 in Chicago, Ill. The symposium will show how leading companies are taking a new approach to IT, using their company's IT infrastructure to boost corporate revenues, enabling IT to contribute to profits rather than being merely a cost center. The symposium will highlight a non-IT approach to help corporations increase the impact of IT initiatives. In addition, participants will discuss current issues that face IT departments and corporations with a panel of leading IT executives.

The symposium is organized by Newry Corp., and features both industry leaders and academics from IT and related fields.

Attendance is open to corporate and IT leadership at no charge, but registration is required. (Online registration is at '<http://www.symposia.newrycorp.com>'.)

Representatives from Large and Small IT Organizations and Consultants to Share Expertise

The symposium audience will include CIOs, IT managers, and corporate executives of both large and small organization from companies across multiple verticals. They will discuss how IT departments can be positioned to support corporate growth and how to help corporations face the challenges of targeting growth and obtaining competitor insights via information technology. The symposium will also include a case study of an actual corporation that has successfully instituted revenue-building IT initiatives.

Speakers participating in this symposium include:

. Dr. Mark Jeffery (Director of Technology Initiatives, Northwestern University's Kellogg School of Business), accomplished author and consultant to CIOs of companies such as Microsoft, Intel, Teradata, and Blue Cross Blue Shield Association

. Mr. Nick Bush (Vice President and Practice Leader of Competitive Strategy for Newry Corp.), investment and market strategy consultant for such companies as Corning Incorporated, Eaton Corporation, Lockheed Martin, British Petroleum, and The Williams Companies Inc.

. Matt Mehlbrech (Senior Manager of IT Innovation for Eaton Corporation), who is tasked with responding to new growth mandates and will discuss his own real life experience in IT at Eaton

Don't miss this half-day seminar, to be held at the Gleacher Center in downtown Chicago, Illinois on September 16; seating is limited.

About Newry Corp.

Newry Corp. is a growth and strategy consulting firm that helps clients achieve profitable growth by identifying and evaluating potential new businesses and markets, developing market strategies and paths, and helping foster innovation. Headquartered in Cleveland, Ohio, with offices in Chicago and New York, the firm serves

clients in a broad range of industries, particularly divisions of large technology companies. The firm employs more than 25 professionals. Newry has been named to the NorthCoast99 on three separate occasions by Employers Resource Council (ERC), Northeast Ohio's largest HR and workplace organization, recognizing the firm as an excellent working environment for high-talent professionals. Newry has also been honored with the Weatherhead 100 award for growth, the NEO Success Award, and is an Inc. 5000 company.

For more information about this event, or to schedule an interview with Newry Corporation, call Andrew Walleck at 440.808.3839x106 or e-mail Andrew at [awalleck@newrycorp.com](mailto:awalleck@newrycorp.com).

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**KEYWORDS:** IT, symposium, marketing, Cost, information technology, growth, revenue, CIO, cost, symposium, Free, Chicago, technology, growing business, leveraging IT

**SOURCE:** Newry Corporation