



## THE COMPUTERWORLD HONORS PROGRAM

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# Leadership Award Guide

## Program Overview

Established in 1988, The Computerworld Honors Program brings together the Chairmen or Chief Executive Officers of the world's foremost information technology companies to recognize and document the achievements of individuals and organizations around the world, whose visionary applications of information technology promote positive social, economic and educational change.

Each year, members of the Computerworld Honors Chairmen's Committee, a group of 100 Chairmen/CEOs from leading global IT companies, submit nominations for organizations they feel demonstrated extraordinary use of information technology in 10 distinct categories of industry-related endeavor. The categories are: Business & Related Services; Education & Academia; Environment, Energy & Agriculture; Finance, Insurance & Real Estate; Government; Healthcare; Manufacturing; Media, Arts & Entertainment; Non-Profit Organizations and Transportation.

Once their documentation has been reviewed and accepted, the nominees become Program Laureates, and their Case Studies become part of the Program's Global Archives. This information becomes available to researchers, students and scholars through [www.cwhonors.org](http://www.cwhonors.org), and on digital records housed in national archives in over 350 universities, museums and research institutions throughout the world.

## About the Leadership Awards

Established in 1990, the Computerworld Honors Leadership Award Program seeks out and recognizes outstanding leaders of the information technology revolution.

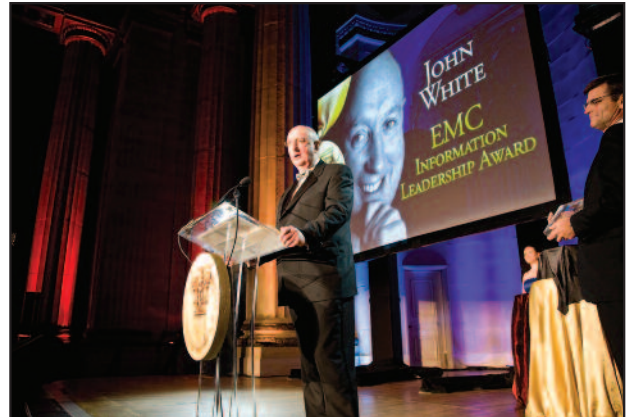
Made possible by generous grants from the world's leading information technology companies, the Leadership Awards Program not only identifies and honors outstanding achievement, but also provides the funding and staff necessary to produce valuable research on the lives and work of each Leadership Award nominee. This includes video biographies of each Leadership Award recipient.



## The Value of the Benefactor and Leadership Award Underwriter Sponsorship

The Benefactor and Leadership Award Underwriter, the highest level of sponsorship, recognizes a top leader in the IT field. This Leadership Award and Oral History has a place in over 350 national archives, universities, museums and research institutions worldwide.

- Opportunity to publicly recognize your top/unique customer
- Further existing customer relationships and enhance account loyalty
- Make strides with a potential new customer
- Showcase innovative use of **your** technology
- Additional opportunity for your **own** CEO to have an Oral History
- Stage presence at June Gala Awards Evening
- Industry recognition
- Network and build relationships with the top IT implementors and industry leaders in the world



Recipient of the EMC Information Leadership Award: John White, Head of Manufacturing, RBS Americas, The Royal Bank of Scotland

### **Benefactor and Leadership Award Underwriter (\$100,000) Limited to 4 sponsors**

- Turnkey management of the leadership award nomination, judging and presentation process
- Exclusive opportunity to be present at Oral History and Videotaping of Leadership Award Recipient
- Professionally videotaped Oral History and customized slide show shown during Gala Awards Evening
- Opportunity to present Leadership Award on stage
- 1 page congratulatory award color ad in *Computerworld*
- 1 page color ad in the journal, *The Laureate*
- 2 page color spread of editorial/leadership award picture in journal
- 3 tables with preferred seating at the Gala Awards Evening including formal dinner
- Premium signage at event
- Individual time with photographer before and after the event
- Formal invitations to use for your guests
- Invaluable networking opportunities
- Logo on [cwhonors.org](http://cwhonors.org) Web site with hyperlink to sponsor's site
- Logo in program guides and journal
- Complimentary copies of the journal

### **Upcoming Deadlines:**

**February 1, 2010** Nominee selection due

**March 15, 2010** Oral history completion

### **Past Sponsors include:**

Capgemini, Computer Associates, Dell, eLoyalty, EMC, Ernst & Young, IBM, J.D. Edwards, MCI, Morgan Stanley, NEC, PricewaterhouseCoopers, SAIC, Siemens, Silicon Graphics, Toshiba America, and Zenith Data Systems.

*EMC's involvement in the Computerworld Honors Program and Leadership Award process is beneficial to our sales teams. The process helps to nurture strong relationships with key executives as we compete for long term business as well as developing or enhancing account loyalty.*

Brian Fitzgerald  
Senior Marketing Programs  
Manager  
EMC Corporation

*For the past ten years, we have participated in the Leadership Award process. It is a priceless experience as you meet some of the most truly innovative leaders in this industry.*

Merritt Lutz  
Advisory Director, Chairman of  
MSIT Holdings, Inc.  
Morgan Stanley



## Past Leadership Award Recipients

### 2009

**DANIEL J. WARMENHOVEN**, Chairman of the Board and Chief Executive Officer, NetApp, Incorporated  
*The Morgan Stanley Leadership Award for Global Commerce*

**THOMAS F. MENDOZA**, Vice Chairman, NetApp, Incorporated  
*The Morgan Stanley Leadership Award for Global Commerce*

**JAMES G. ARGIROPOULOS**, First Deputy Chief of Staff of the Chicago Office of Emergency Management and Communications (OEMC)  
*The IBM Global Public Sector Innovation Excellence Leadership Award*

**GINNY T. LEE**, Senior Vice President and Chief Information Officer, Information Technology, Intuit Inc.  
*The 2009 CA Leadership Award for Innovation in Lean IT*

### 2008

**MIKE LAZARIDIS**, President & Co-Chief Executive Officer, Research In Motion  
*The Morgan Stanley Leadership Award for Global Commerce*

**JOHN WHITE**, Head of Manufacturing, RBS Americas, The Royal Bank of Scotland  
*The EMC Information Leadership Award*

**RICHARD WILLIAMS**, Vice President & Group CIO, AstraZeneca  
*The IBM Global Public Sector Innovation Excellence Leadership Award*

### 2007

**JOHN W. THOMPSON**, Chairman of the Board and CEO, Symantec Corporation  
*Morgan Stanley Leadership Award for Global Commerce*

**LAURA E. CAMPBELL**, Associate Librarian for Strategic Initiatives, Library of Congress  
*EMC Information Leadership Award*

**MICHAEL R. BLOOMBERG**, Mayor, City of New York  
*IBM Global Public Sector Innovation Excellence Leadership Award*

### 2006

**HECTOR DE J. RUIZ**, Ph.D., Chairman and Chief Executive Officer, Advanced Micro Devices  
*Morgan Stanley Leadership Award for Global Commerce*

**LINDA M. DILLMAN**, Executive Vice President of Risk Management and Benefits Administration, Wal-Mart Stores  
*EMC Information Leadership Award*

### 2005

**MATTHEW SZULIK**, President and Chief Operating Officer, Red Hat, Inc.  
*Morgan Stanley Leadership Award for Global Commerce*

**RALPH SZYGENDA**, Group Vice President and CIO, General Motors  
*EMC Information Leadership Award*

### 2004

**JOSEPH M. TUCCI**, President and Chief Operating Officer, EMC Corporation  
*Morgan Stanley Leadership Award for Global Commerce*

**JOHN HAMMERGREN**, Chairman and Chief Executive Officer, McKesson Corporation  
*Cap Gemini Ernst & Young Leadership Award for Global Integration*

**KENNETH D. LEWIS**, Chief Executive Officer, Bank of America  
*EMC Information Leadership Award*

### 2003

**JOE FOREHAND**, Chairman and Chief Executive Officer, Accenture  
*Morgan Stanley Leadership Award for Global Commerce*

**PAUL OTELLINI**, President and Chief Operating Officer, Intel Corporation  
*Morgan Stanley Leadership Award for Global Commerce*

**JEFF HAWKINS**, Co-Founder, Chairman and Chief Product Officer, Handspring  
*J.D. Edwards Leadership Award for Collaborative Innovation*

**CRAIG BARRETT**, Chief Executive Officer, Intel Corporation  
*Cap Gemini Ernst & Young Leadership Award for Global Integration*

**LINUS TORVALDS**, Software Engineer, Transmeta Corporation, and Creator of Linux  
*Cap Gemini Ernst & Young Leadership Award for Global Integration*

**J. CRAIG VENTER**, President and Chairman, The Institute for Geonomic Research  
*EMC Information Leadership Award*

### 2002

**CRAIG CONWAY**, President and Chief Executive Officer, PeopleSoft, Inc.  
*Cap Gemini Ernst & Young Leadership Award for Global Integration*

**EDWARD C. JOHNSON 3D**, Chairman of the Board and Chief Executive Officer, Fidelity Investments  
*EMC Information Leadership Award*

**VINTON G. CERF**, Sr., Vice President of Internet Architecture & Technology, MCI  
*J. D. Edwards Leadership Award for Collaborative Innovation*

**STEVE BALMER**, Chief Executive Officer, Microsoft Corporation  
*Morgan Stanley Leadership Award for Global Commerce*

### 2001

**TIM BERNERS-LEE**, Chair, MIT Laboratory for Computer Science, Director, W3C  
*Cap Gemini Ernst & Young Leadership Award for Global Integration*

**RAY LANE**, General Partner, Kleiner, Perkins, Caulfield & Byers  
*J.D. Edwards Leadership Award for Collaborative Innovation*

**STRATTON SCLAVOS**, Chief Executive Officer, VeriSign Inc.  
*Morgan Stanley Leadership Award for Global Commerce*

### 2000

**BILL BASS**, Senior Vice President, e-Commerce & International, Lands' End  
*eLoyalty Award for Leadership in the Relationship Revolution*

**STEVE CASE**, Chairman, AOL Time Warner  
*Morgan Stanley Leadership Award for Global Commerce*

**CARLY FIORINA**, President and Chief Executive Officer, Hewlett-Packard  
*Cap Gemini Ernst & Young Leadership Award for Global Integration*

**MAX HOPPER**, Principal, Max D. Hopper Associates  
*J.D. Edwards Leadership Award for Collaborative Innovation*

**GORDON MOORE**, Chairman Emeritus, Intel  
*PricewaterhouseCoopers Award for Lifetime Achievement*

**ANN VESPERMAN OLSON**, Vice President, Customer Service, Lands' End  
*eLoyalty Award for Leadership in the Relationship Revolution*

### 1999

**ANDREAS BECHTOLSHIEM**, Vice President of Gigabit Switching Group, Cisco Systems  
*MCI WorldCom Leadership Award for Innovation*

**JOHN CHAMBERS**, Chief Executive Officer, Cisco Systems  
*PricewaterhouseCoopers Award for Lifetime Achievement*

**MICHAEL DELL**, Chairman and Chief Executive Officer, Dell Computer Corporation  
*Morgan Stanley Leadership Award for Global Commerce*

**JOHN GAGE**, Director, Science Office, Sun Microsystems  
*Toshiba America Leadership Award for Education*

**IRWIN MARK JACOBS**, Chairman and Chief Executive Officer, Qualcomm Inc.  
*Cap Gemini Ernst & Young Leadership Award for Global Integration*

**BILL JOY**, Chief Scientist and Co-Founder, Sun Microsystems  
*MCI WorldCom Leadership Award for Innovation*



## Past Leadership Award Recipients (continued)

### 1998

**SCOTT ECKERT**, Dell  
*Technology Solutions Company/Relationship Revolution  
21st Century Pioneer Award*

**JAY W. FORRESTER**, Sloan School of  
Management, MIT  
*PricewaterhouseCoopers Award for Lifetime  
Achievement*

**ALBERT GORE, JR.**, Vice President,  
United States of America  
*Toshiba America Leadership Award for Education*

**SCOTT MCNEALY**, Chairman and  
Chief Executive Officer, Sun Microsystems, Inc.  
*Cap Gemini Ernst & Young Leadership Award for Global  
Integration*

**ROBERT METCALFE**, Founder, 3COM  
*MCI WorldCom Leadership Award for Innovation*

**JOHN A. POPLER**, Northwestern University  
*Silicon Graphics Inc. Leadership Award for Breakthrough  
Science*

### 1997

**ANDREW GROVE**, Former Chairman and Chief  
Executive Officer, Intel Corporation  
*Price Waterhouse Leadership Award for Lifetime  
Achievement*

**FREDERICK HAUSHEER**, Founder, Chairman and  
Chief Executive Officer, BioNumerik Pharmaceuticals,  
Inc.  
*Silicon Graphics/Cray Leadership Award for Breakthrough  
Science*

**TIM BERNERS-LEE**, Inventor of  
the World Wide Web and Director, WWW  
Consortium, MIT  
*MCI Leadership Award for Innovation*

**SEYMOUR PAPERT**, LEGO Professor of Learning  
Research, MIT Media Lab  
*NEC Leadership Award for Education*

**HASSO PLATTNER**, Co-founder, SAP AG  
*Ernst & Young Leadership Award for Global Integration*

### 1996

**GASTON CAPERTON**, Former Governor of the  
State of West Virginia  
*Zenith Data Systems Leadership Award for Education*

**VINTON CERF**, Senior Vice President of Internet  
Architecture and Engineering, MCI  
*MCI Leadership Award for Innovation*

**DAVID EVANS**, Founder, Evans and Sutherland  
*Price Waterhouse Leadership Award for Lifetime  
Achievement*

**ROBERT KAHN**, Founder and President,  
Corporation for National Research Initiatives  
*SAIC Leadership Award for Global Integration*

**JOHN MCDONALD**, Chairman, Department of  
Anesthesiology, Ohio State University  
*Cray Research Leadership Award for Breakthrough  
Science*

**DON STREDNEY**, Senior Research Scientist, Ohio  
State University  
*Cray Research Leadership Award for Breakthrough Science*

**IVAN SUTHERLAND**, Founder, Evans and Sutherland  
*Price Waterhouse Leadership Award for Lifetime  
Achievement*

### 1995

**MARC ANDRESEN**, Co-founder, Netscape  
Communications Corporation  
*SAIC Leadership Award for Global Integration*

**C. GORDON BELL**, Minicomputer Developer  
*Price Waterhouse Leadership Award for Lifetime  
Achievement*

**WILLIAM R. HEWLETT**, Co-founder,  
Hewlett-Packard Company  
*MCI Leadership Award for Innovation*

**J. ANDREW MCCAMMON**, Pioneer in Theoretical  
and Computational Chemistry, University of San Diego  
*Cray Research Leadership Award for Breakthrough Science*

**DAVID PACKARD**, Co-founder,  
Hewlett-Packard Company  
*Price Waterhouse Leadership Award for Lifetime  
Achievement*

**LINDA ROBERTS**, Director, Office of Educational  
Technology, U.S. Department of Education  
*Zenith Data Systems Leadership Award for Education*

### 1994

**SEYMOUR CRAY**, Founder, Cray Research  
*MCI Leadership Award for Innovation*

**LAWRENCE J. ELLISON**, Co-founder, Chairman  
and Chief Executive Officer, Oracle Corporation  
*SAIC Leadership Award for Global Integration*

**DOUGLAS ENGLEBART**, President, Bootstrap  
Institute, Stanford University  
*Price Waterhouse Leadership Award for Lifetime  
Achievement*

**DAVID MCQUEEN**, Professor, Courant Institute of  
Mathematical Sciences, New York University  
*Cray Research Leadership Award for Breakthrough Science*

**INABETH MILLER**, Vice President of Affiliate  
Programs, Curriculum Television Corporation  
*Computerworld Smithsonian/C.E. Stone Foundation  
Leadership Award for Education*

**CHARLES PESKIN**, Professor, Courant Institute of  
Mathematical Sciences,  
New York University  
*Cray Research Leadership Award for Breakthrough Science*

### 1993

**SHARON MCCOY BELL**, Director of the  
Information Technology Department, New Orleans  
Public School System  
*Computerworld Smithsonian Leadership Award  
for Education*

**ROBERT CHERVIN**, Naval Postgraduate School  
*Cray Research Leadership Award for Breakthrough Science*

**WILLIAM H. GATES**, Chairman and Chief  
Executive Officer, Microsoft Corporation  
*Price Waterhouse Award for Lifetime Achievement*

**R.E. TURNER**, Founding Chairman  
and President, Turner Broadcasting System, Inc.  
*SAIC Leadership Award for Global Integration*

**ALBERT SEMTNER**, National Center for  
Atmospheric Research  
*Cray Research Leadership Award for Breakthrough Science*

**GORDON E. MOORE**, Chairman of the Board,  
Intel Corporation  
*MCI Leadership Award for Innovation*

### 1992

**KENNETH H. OLSEN**, Founder,  
Digital Equipment Corporation  
*MCI Leadership Award for Innovation*

**RONALD K. THORNTON**, Director of the Center for  
Science and Mathematics Teaching, Tufts University  
*Computerworld Smithsonian Leadership Award  
for Education*

**THOMAS J. WATSON, JR.**, Chairman, IBM  
Corporation  
*Price Waterhouse Award for Lifetime Achievement*

### 1991

**ERICH BLOCH**, Distinguished Fellow,  
Council on Competitiveness  
*MCI Leadership Award for Innovation*

**GAIL MORSE**, Christa McAuliffe Educator and  
Science Teacher, Zebulon Middle School  
*Siemens Leadership Award for Education*

**ROBERT N. NOYCE**, Co-founder, Fairchild and  
Intel Corporation  
*Price Waterhouse Leadership Award for Lifetime  
Achievement*

### 1990

**H. ROSS PEROT**, Founder, EDS  
*Price Waterhouse Leadership Award for Lifetime  
Achievement*

**ROBERT TINKER**, Developer of the Technical  
Education Research Center  
*Siemens Leadership Award for Education*