

SAN RAMON, CA, October 08, 2014 **/24-7PressRelease/** -- Ventana Research today unveiled the lineup of world-class speakers, technology and leadership award winners and sponsors for the 2014 Ventana Research Summit, being held from Oct. 20-22, 2014 at the Hyatt Regency San Francisco Airport. The Summit is the highly regarded annual technology analyst forum at which business and technology professionals gather to discuss collaboratively what innovations will impact organizations' processes, productivity and performance and explore emerging best practices.

The theme for this year's Summit is "Inspire to Innovate." The three-day event brings together an unprecedented assemblage of forward-thinkers from business and the vendor and analyst communities to explore how organizations are being and will be transformed by technology innovation. The program for the Summit has been designed to offer attendees unique insights into thinking at the cutting edge of technology innovation:

Monday, October 20th: Workshops on the business and IT implications of innovations in- Unifying cloud computing applications and platforms- Discovering power of visual analytics for business- Utilizing next generation business planning- Effective use of master data for business and IT.

Ventana Research's projections for the impacts of innovations on business and technology in will be unveiled by CEO and chief research officer Mark Smith in a closed door session.

Tuesday, October 21st, Innovation Day:- A full day of sessions and panels led by the most respected team of industry analysts with award-winning technology speakers and keynotes will offer unique research-based insights on the technologies that will be changing how business works and competes.

Wednesday, October 22nd, Leadership Day:- Award-winning business and IT leaders and technology experts will offer real-world best practices and research-based perspectives on the cutting-edge choices that are being considered by business and IT pioneers.

Keynotes speakers at the 2014 Ventana Research Summit will include: - Dale Denham, CIO of Geiger- Steve Gold, VP Marketing of IBM Watson- Chris Leone, SVP & GM of Oracle- Nenshad Bardoliwalla, Co-Founder & VP Products- Dr. Giles Nelson, SVP Product Strategy & Marketing of Software AG- Sanjay Poonen, EVP & GM of VMWare.

At the Summit, Ventana Research will recognize the recipients of the 2014 Ventana Research Leadership and Innovation Awards -industry leaders that represent the finest in business and technology excellence and accomplishments. The 2014 Technology Innovation award winners can be found at <http://www.ventanaresearch.com/TechnologyInnovationAnnouncement2014/> and the Technology Leadership award winners are at <http://www.ventanaresearch.com/LeadershipAwardAnnouncement2014/>

"I am really excited about the great program for the Ventana Research Summit this year, from great keynote speakers to excellent panels and discussion on technology," said Mark Smith, CEO and chief research officer at Ventana Research. "Our approach of focusing on the business value of technology has inspired organizations to innovate, to go beyond the status quo of legacy technology that impedes improvement in both business processes and organizational outcomes. After 12 years of providing thought leadership and conducting research on technology for business and IT, we at Ventana Research understand how to provide the best possible advice and guidance - insights that focus on business, not just IT like other analyst firms."

"Unlike other industry events, the Summit provides an engaging forum in which to actively explore the secrets behind the technology and best practices without having to endure diatribes and vendor pitches. Participants will come away with insights that will help organizations know where to navigate in 2015."

The annual Summit, hosted by Ventana Research, the leading business and technology research and advisory services firm, enables executives, managers and Industry experts working in business, IT and technology markets to share real-world success stories about meeting today's competitive business climate head-on. Critical business process and technology topics will include big data, business analytics, cloud computing, cognitive computing, ERP, machine learning, mobile technologies, social collaboration and wearable computing. The research team will unveil a portfolio of new insights that will help understand the use of applications and technology in business.

The Summit's sponsors include those at Vanguard level: Ceridian, Datawatch, IBM and Oracle; Pioneer level: Profisee; Groundbreaker level: Equifax, Kronos, Peoplefluent and Stibo Systems. Avant-Garde sponsors include Agility Multichannel, ClearStory Data, globoforce, Informatica, Kinaxis, Qubole, Savi, Paxata, Pitney Bowes and Software AG.

Additional executive panels with thought leaders including: Alan Rottenberg, CMO of Ceridian; Jim Eberlin, CEO of TopOPPS; Gaurav Dhillon, CEO of SnapLogic; Sharmila Mulligan, CEO of ClearStory Data; Loren Larson, CTO of HireVue; Steven Noels, CTO of NGData; Ashish Thusoo, CEO and co-founder of Qubole; Jason Rose, SVP Marketing of Datasift; Kerry Gilger, CEO & founder of VisualCue; Matthew James, president of Purity Life; Casey Kostecka, president of Convergent USA; Maxwell Rule, CFO of Hames Corporation; Lance Walter, CMO of Host Analytics; Leslie Daley, SVP of HR of The Rush Fitness Complex; Sean Kandel, CTO and founder of Trifacta; David Lyle, Office of CTO of Informatica; Clark Newby, VP Marketing of Intacct; Joe Puztai, VP Solutions of Datawatch; CJ Wehlage, VP High Technology of Kinaxis; Folia Grace, VP Product Marketing of Anaplan; Christopher Marcant, VP Product Strategy of Stibo Systems; Paul Giardina, VP Corporate Marketing of Tagetik; Berk Charleton, Managing Director of Products of Pitney Bowes; Ryan Pellet, chief strategy officer of Nexidia and Steve Hillion, VP Products of Alpine Data Labs; Michael Roy, VP Strategy, Channels and Advisor Relations of Firstsource Solutions; Angela Beitelman, Director of Health Alliance Medical Plans; Pradeep Kumar, GM of Marketing and Analytics of XL Axiata; Richard Hunt, President and CEO of Agility Multichannel; Matthew Schumpert, Director of Product Management at Datameer; David James, Senior Director of Sales Operations at Cbeyond; Rich Rodgers, VP Product Management of IBM; Gene Maggard, VP of Agility Multichannel; Marc Davis, Director Product and Design of Hewlett-Packard.

To register for the Summit or learn about sponsorship opportunities, visit: www.ventanaresearch-summit2014.com

About Ventana Research Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. We provide insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including benchmark research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Our unparalleled understanding of the role of technology in optimizing business processes and performance and our best practices guidance are rooted in our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. This benchmark research plus our market coverage and in-depth knowledge of hundreds of technology providers means we can deliver education and expertise to our clients to increase the value they derive from technology investments while reducing time, cost and risk.

Ventana Research provides the most comprehensive analyst and research coverage in the industry; business and IT professionals worldwide are members of our community and benefit from Ventana Research's insights, as do highly regarded media and association partners around the globe. Our views and analyses are distributed daily through blogs and social media

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Written by Australian Business

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Media: Interviews are available upon request.

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