The Transformational CIO: Leadership and Innovation Strategies for IT Executives in a Rapidly Changing World

By Hunter Muller

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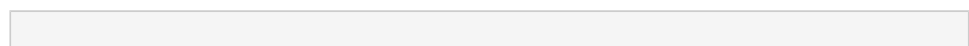
The Transformational CIO is chock full of stimulating thought leadership and useful knowledge that will help you leverage new and existing technologies to create business value, generate more revenue, increase profits and improve customer relationships in rapidly changing global markets. This book is a practical guide for senior executives seeking optimal returns on technology investments, now and in the future.

Hot-button issues and essential topics covered in the book include:

- Vision and Organization
- Culture and Change
- Partnering with the Business
- The Art and Science of IT Leadership
- Team Building
- Cloud Computing
- Enterprise Collaboration
- Strategic Sourcing
- Executive Career Development

The Transformational CIO features real-world stories and revealing anecdotes from CIOs and IT thought leaders at leading organizations as Disney, Kimberly-Clark, Kaiser Permanente, Dell, Flextronics, Wipro, Boston Scientific, Salesforce.com, General Motors, Shell Oil, Pitney Bowes, IBM, Cisco, Siemens, Citigroup, Microsoft, CVS Caremark, Frontier Communications and the U.S. Tennis Association.

Written in straightforward business language, *The Transformational CIO* is a concise guide for staying ahead of the competition and seizing opportunities for success in a turbulent global economy.

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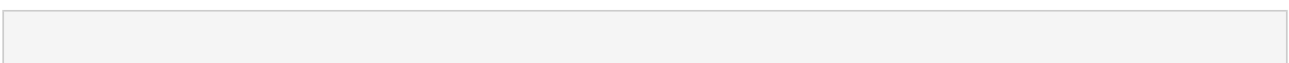Hot-button issues and essential topics covered in the book include:

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Editorial Review

Review
...compelling reading for both CIOs and fellow executives who feel they should understand IT s transformational potential. (I, Global Intelligence for the CIO, July 2011).

From the Inside Flap

Unlike the CIOs of the recent decade, the modern CIO must take an active hand in developing and guiding the multiple processes required to achieve the company's strategic goals. This represents a sharp break with the past, when the primary responsibility of IT was serving internal customers and responding to the expressed needs of business units operating within the traditional boundaries of the enterprise.

The Transformational CIO serves as a helpful guide for CIOs, IT leaders, and IT suppliers, covering many of the critical topics that concern IT executives struggling to manage successfully in today's rapidly changing markets. It introduces Muller's four-step model—define, build, lead, and change—revealing a simple, practical framework for developing transformational projects, rolling them out smoothly, and making them operational within the accelerated time frames that have become the norm in business today.

Intelligent and visionary, The Transformational CIO explores real-world situations in which IT leaders successfully managed the types of challenges and issues that, sooner or later, you are likely to confront in your career, with invaluable guidance on:

- Partnering with your business
- How to think like a CEO
- Your first 30 days on the job—what you need to do
- How to prepare for the next steps on your career path
- Attracting and keeping superior talent
- Enriching customer experience

In this truly quantum universe, the CIO's portfolio of responsibilities includes hundreds of duties. Some of these duties are abstract, some are concrete; some are obvious, others are subtle. The right book for today's CIO, The Transformational CIO helps you brace yourself for the coming changes and deal successfully with the challenges ahead.

From the Back Cover
Praise for The Transformational CIO

"The Transformational CIO presents what may be the first (and only) comprehensive view of the multiple dimensions of challenges that CIOs are facing. It goes beyond just the technical 'flavor of the day' (e.g., cloud computing) and integrates a complete view of business, cultural, and leadership factors that must be considered. It goes further than that as a guide, a trip planner, and perhaps a basic reference for success in the complex times to come."
—Howard Rubin, founder, Rubin Worldwide

"Today's CIOs are under intense pressure to generate results for the business. This book paints a clear picture

of how CIOs must operate to achieve success in a highly competitive world."
—Mark Polansky, Senior Client Partner and Managing Director, Information Technology Officers Practice, Korn/Ferry International

"This book will definitely help CIOs navigate through the turbulence of today's business environment. The pace of change has accelerated dramatically, and CIOs really have to stay ahead of the curve if they want to succeed."
—Greg Fell, Vice President and CIO, Terex Corporation

"I am always energized to talk with, and attend events organized by Hunter Muller. I think Hunter has developed a unique brand of thought leadership around the constantly evolving role of the CIO. This book will crystallize many of the ideas that Hunter has been sharing with my peers and myself for the last few years."
—Jon Harding, CIO, Conair Corporation

Users Review

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Marc Gaul:

What do you concerning book? It is not important with you? Or just adding material when you need something to explain what the one you have problem? How about your extra time? Or are you busy man? If you don't have spare time to do others business, it is give you a sense of feeling bored faster. And you have free time? What did you do? Every person has many questions above. They have to answer that question due to the fact just their can do that will. It said that about reserve. Book is familiar in each person. Yes, it is right. Because start from on pre-school until university need this particular The Transformational CIO: Leadership and Innovation Strategies for IT Executives in a Rapidly Changing World to read.

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