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## ATTAINING SUSTAINABLE GROWTH THROUGH CORPORATE AND SOCIAL RESPONSIBILITY

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IBM Global Services  
Chair, ISM Committee on Sustainability and Social Responsibility

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This presentation helps you understand the global factors driving the need for sustainability strategies, the impact of the ethical consumer & the key role that supply chain professionals play. Special focus is paid to the development, implementation and impact of supply chain policies, practices and programs in helping business attain sustainable growth.

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**Cathy Rodgers** provides complex global opportunity engagement and pursuit leadership for approximately \$20B of international services deals. Rodgers' passion, energy, bold thinking and commitment to being a positive catalyst for change has a tremendous impact on her team, global colleagues and clients. Rodgers is a phenomenal supporter of mentoring and women's networking initiatives and is widely recognized for developing talent, building teams and giving back to the community.

Rodgers is Vice President, Global Opportunities for IBM's Global Technology Services unit. Rodgers is responsible for providing complex global opportunity engagement and pursuit leadership on approximately \$20B annual pipeline of international deals, working with all services business units. In 2006, Rodgers was responsible for IBM Global Services Worldwide Strategic Relations and was instrumental in driving cooperative relationships with Oracle, SAP, Sun, HP, Cisco, EMC, Microsoft, CA and others, and has been responsible for an \$8B strategic relations portfolio. Her leadership, integrity and creative partnering approaches have paved the way for a world-class engagement model in the growing area of 'multi-sourcing' and co-opetition.

In 2007 Rodgers served as the IBM Global Services' Northern California Spirit Leader, an executive position to rekindle IBM spirit, reinforce the power of networking and help new employees acclimate quickly and successfully. Rodgers' leadership, high energy, and personal involvement has had a visible impact throughout one of IBM's largest communities. Activities included outings, mentoring workshops, diversity events, work/life panels, executive roundtables and community service including feeding the homeless, leveraging minority development agencies, and donating computers for local agencies. Rodgers's leadership sets the bar for other IBM communities.

Rodgers is one of IBM's most sought after executives for employee motivational events and speaks regularly on the topic of global challenges, competitiveness and leveraging the global market. Rodgers' passion, bold thinking, teamwork and commitment to being a positive catalyst for change has a significant positive impact on her team, her global colleagues, the people she mentors and the clients she supports. Rodgers is a phenomenal supporter of mentoring, working with IBMers, school children, minority and women owned suppliers. Rodgers, the mother of two daughters, completed her quest to run a half marathon on all seven continents in 2008.