



Business Innovation



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

Business Network Innovation with Game Changers, presented by SAP
Tuesday at 9 AM Pacific
March 29th 2016: Damaged by Data: Is Your eCommerce A Victim?

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Tuesday at 9 AM Pacific Time
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The buzz: Who's minding the store? You consider yourself and your company savvy in the eCommerce space. You've embraced online technologies and tools to service your customers and to increase the efficiency of day-to-day work processes. You even built a digital marketing group and eCommerce team to stay competitive with major players and support your business initiatives. But who is managing all of the data input into your systems? Heads-up: Poor data quality and governance can have a big impact on your eCommerce growth and business strategies. The experts speak. Simeon Chiger, MSC Industrial

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Featured Guests



Simeon Chiger
Simeon Chiger is Director of eProcurement at MSC Industrial Supply Co. MSC is a leading North American distributor of metalworking and maintenance, repair and operation (MRO) products and services. MSC helps customers keep plants up and running, efficient and able to deliver products quickly. MSC does this with our technical, metalworking and supply chain expertise, and rapid delivery of more than 1 million items, including those that are critical, from approximately 3,000 suppliers

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Rob Brooks
Robert J. "Rob" Brooks, Global Solution Consultant, IBM Client Success, has worked in eCommerce for nearly 20 years helping multinational clients manage their IBM-spend through SAP/Ariba and other eProcurement platforms. His projects with commercial and Federal clients ranged from sourcing, procurement, catalogs, eInvoicing, payments and services procurement.

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Austin Whitehead
Austin Whitehead, Product Marketing Director, Ariba Network, an SAP company, has worked 20-plus years in ecommerce, when he implemented eProcurement at Nestle USA. In the years since, he has continued to work in ecommerce in multiple roles, from leading the development team at Chevron on their Retailers' Market Exchange to serving as Global B2B Research Director at Gartner Inc.

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