

# IBM-MIT/ESD INNOVATION LECTURE SERIES:

## ENGINEERING SYSTEMS SOLUTIONS TO REAL WORLD CHALLENGES

### A presentation by Linda Sanford

IBM Senior Vice President, Enterprise On Demand  
Transformation & Information Technology

*Engineering Systems Solutions to Real World Challenges* is a seminar series co-sponsored by IBM and MIT's Engineering Systems Division. Each seminar will show how today's leaders and practitioners are using engineering systems and services sciences approaches to address complex problems. Drawing from real-life examples, the series will explain how these approaches were applied at IBM and other organizations, and demonstrate how to achieve breakthrough solutions that deliver sustained value to enterprises and society as a whole.

In the inaugural seminar to this series, Linda Sanford, IBM Senior Vice President, Enterprise On Demand Transformation & Information Technology, will present examples of how IBM solved complex business problems in its own transformation and used these leanings to deliver sustained value to clients, employees and society.



Tuesday, October 17, 2006

Time: 4:00 pm, Reception to follow

Location: MIT, Building 34-101 Cambridge, MA

Sponsored by: MIT Engineering Systems Division and IBM

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