



Technology  
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Nevada



# TECHNOLOGY BUSINESS ALLIANCE OF NEVADA Speaker Luncheon Series 2009

THURSDAY, JUNE 18, 2009 • 11:30 AM – 1:20 PM • FOUR SEASONS HOTEL • 3960 LAS VEGAS BLVD SOUTH

JOIN US FOR A PRESENTATION BY

## Katherine Holland

General Manager, Global Life Sciences  
IBM Corporation

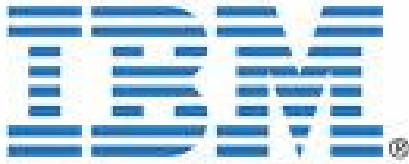
### How Technology is Helping Build a “Smarter Planet”

Katherine Holland, IBM's Senior State Executive for Nevada, will speak about how IBM is helping build more efficient and more environmentally friendly systems for managing, among other things, commuter traffic, food distribution, health care IT systems, electric grids and waterways. This vision of a "Smarter Planet" involves bringing a new level of intelligence to how the world works -- how every person, business, organization, government, natural system, and man-made system interacts.



**Katherine Holland**  
General Manager  
Global Life Sciences  
IBM Corporation

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#### SPEAKER LUNCHEON • THURSDAY, JUNE 18, 2009

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#### ABOUT OUR SPEAKER

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Katherine Holland brings more than thirty years of global leadership, expertise, industry insight and IT client experience to her current position as General Manager, Global Life Sciences. Ms. Holland has responsibility for IBM's global Life Sciences strategy, revenue, profit and customer satisfaction for clients in the biotech, pharmaceutical, medical diagnostics, medical devices, and related industries.

Previously she was IBM VP Americas Public Sector, responsible for Government, Education, Healthcare Payers, Healthcare Delivery and Life Sciences. She has held the roles of the IBM Global Managing Director for Procter & Gamble and Global Managing Director for AstraZeneca based in London, UK. Prior to London, Ms. Holland was based in Tokyo, Japan as Vice President and General Manager, IBM Asia Pacific, Communications Sector. She joined IBM in 1997 as Vice President, Strategy, Marketing and Business Development for IBM Global Services Asia Pacific, based in Tokyo, Japan.

Before joining IBM, Ms. Holland was Senior Vice President, Business Services and COO for Exelon/PECO Energy. In this role, she served as the leader of all corporate functions, shared services and business transformation initiatives. In addition, Ms. Holland served as an officer and member of the board for a number of new businesses and joint ventures launched under her leadership and help guide the company through deregulation of the industry. Ms. Holland joined PECO, in 1994 as Vice President of Information Systems, Chief Information Officer and head of Business Process Transformation.

From 1981 to 1994, Ms. Holland held a number of management positions at SmithKline Beecham Corp, now GlaxoSmithKline, including business development, sales, IS, finance and on special assignment to the Chairman & CEO for 18 months. Ms. Holland also held positions in Sweden's SKF, at BP/ARCO and Chevron/UNOCAL.

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