



Welcome to the CIO Hour!

December 2022

2023 Predictions

Today's Panel



ALEX MOUW

Principal Strategic Advisor, Amazon Web Services
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Alex Mouw's professional mission is to provide knowledge that empowers non-profits to make better digital technology decisions, facilitates mission achievement, and accelerates goals. Alex grew up in associations and followed her parents into the association community more than 20 years ago. Today, she serves as the Principal Strategic Advisor for Membership Organizations at Amazon Web Services (AWS) – Nonprofits.



MARK MOEN

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Mark Moen and his team serve at the intersection of people, process, and technology – in the premier innovative organization for laboratory medicine and pathology professionals around the world. ASCP champions advancing the field of laboratory medicine and pathology in the science, technology, and public policy arenas (www.ascp.org). He encourages new ideas, creative solutions, and collaborative approaches across the entire enterprise.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: 2023 Predictions

- A different type of Webinar
- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow 

Agenda

- In the News – A few highlights that might interest you
- Fast 5 – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions

In the News...

1. AWS CEO: Embrace cloud and save your dollars...and possibly the world too

<https://www.techradar.com/news/aws-ceo-embrace-cloud-and-save-your-dollarsand-possibly-the-world-too>

2. Elon Musk: Apple threatened to yank Twitter from App Store

<https://www.reuters.com/technology/musk-says-apple-mostly-stopped-advertising-twitter-2022-11-28/>

3. This could be the most fraudulent day of the year

<https://www.techradar.com/news/today-could-be-the-most-fraudulent-day-of-the-year>



Today's Topic: 2023 Predictions

2023 Trends from Gartner

- **Optimize IT Systems for Greater Reliability** to improve data-driven decisions and maintain the value integrity of AI systems in production.
- **Accelerate vertical offerings** by utilizing Industry Cloud Platforms, Platform Engineering, and Wireless Value Realization to increase the pace of product delivery and enable connectivity everywhere.
- **Pioneer business model change**, reinventing engagement with employees and customers and accelerating strategies through the adoption of Superapps, Adaptive AI, and the Metaverse.

SOURCE: [Gartner Top Tech Trends 2023](#)

Gartner Top Strategic Technology Trends 2023

Optimize

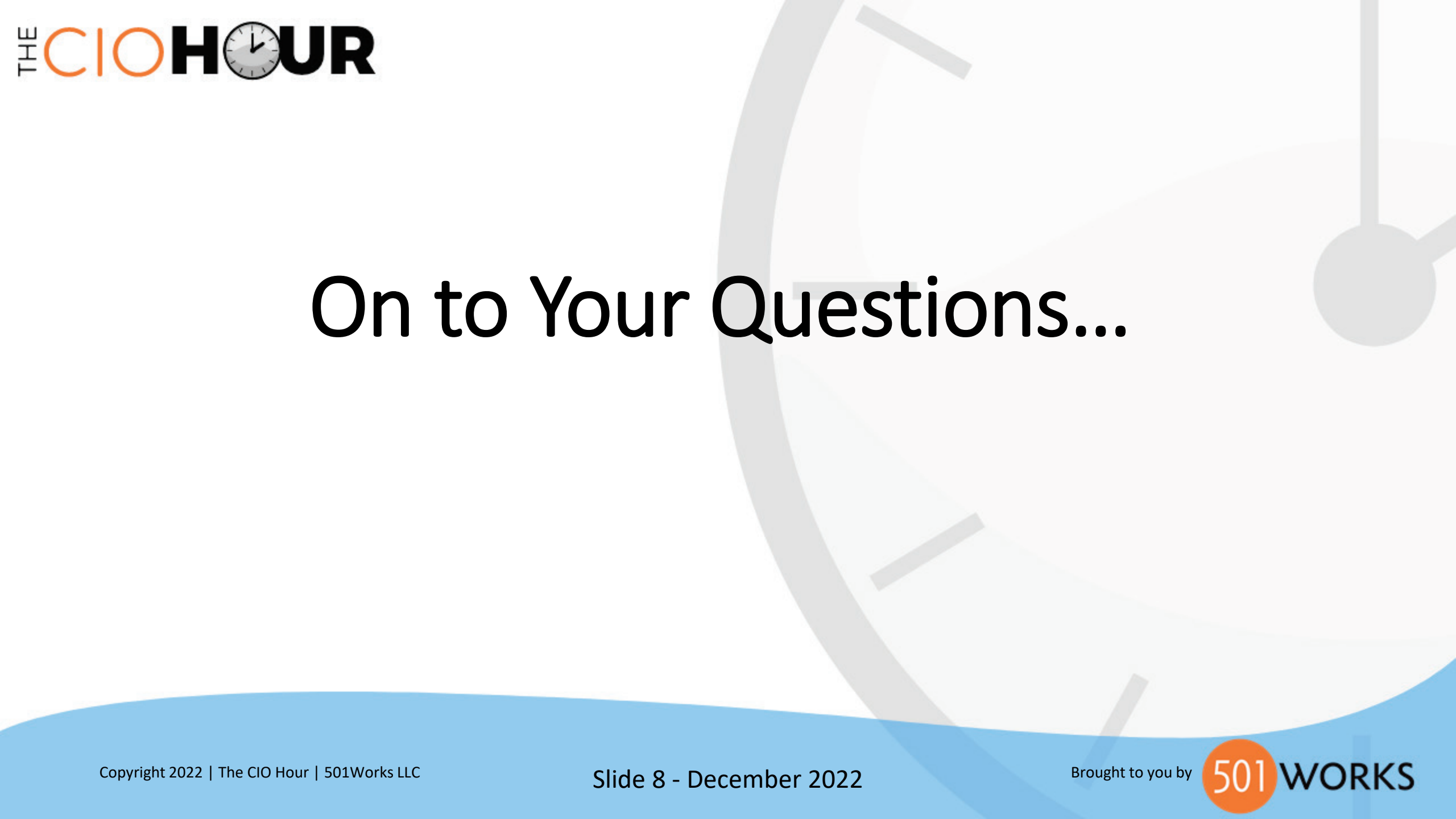
- | | | |
|--------------------------------|--------------------------------|--|
| 1 Digital Immune System | 2 Applied Observability | 3 AI Trust, Risk and Security Management (AI TRiSM) |
|--------------------------------|--------------------------------|--|

Scale

- | | | |
|-----------------------------------|-------------------------------|-------------------------------------|
| 4 Industry Cloud Platforms | 5 Platform Engineering | 6 Wireless-Value Realization |
|-----------------------------------|-------------------------------|-------------------------------------|

Pioneer

- | | | |
|----------------------------------|----------------------|--------------------|
| 7 Superapps | 8 Adaptive AI | 9 Metaverse |
| 10 Sustainable Technology | | |

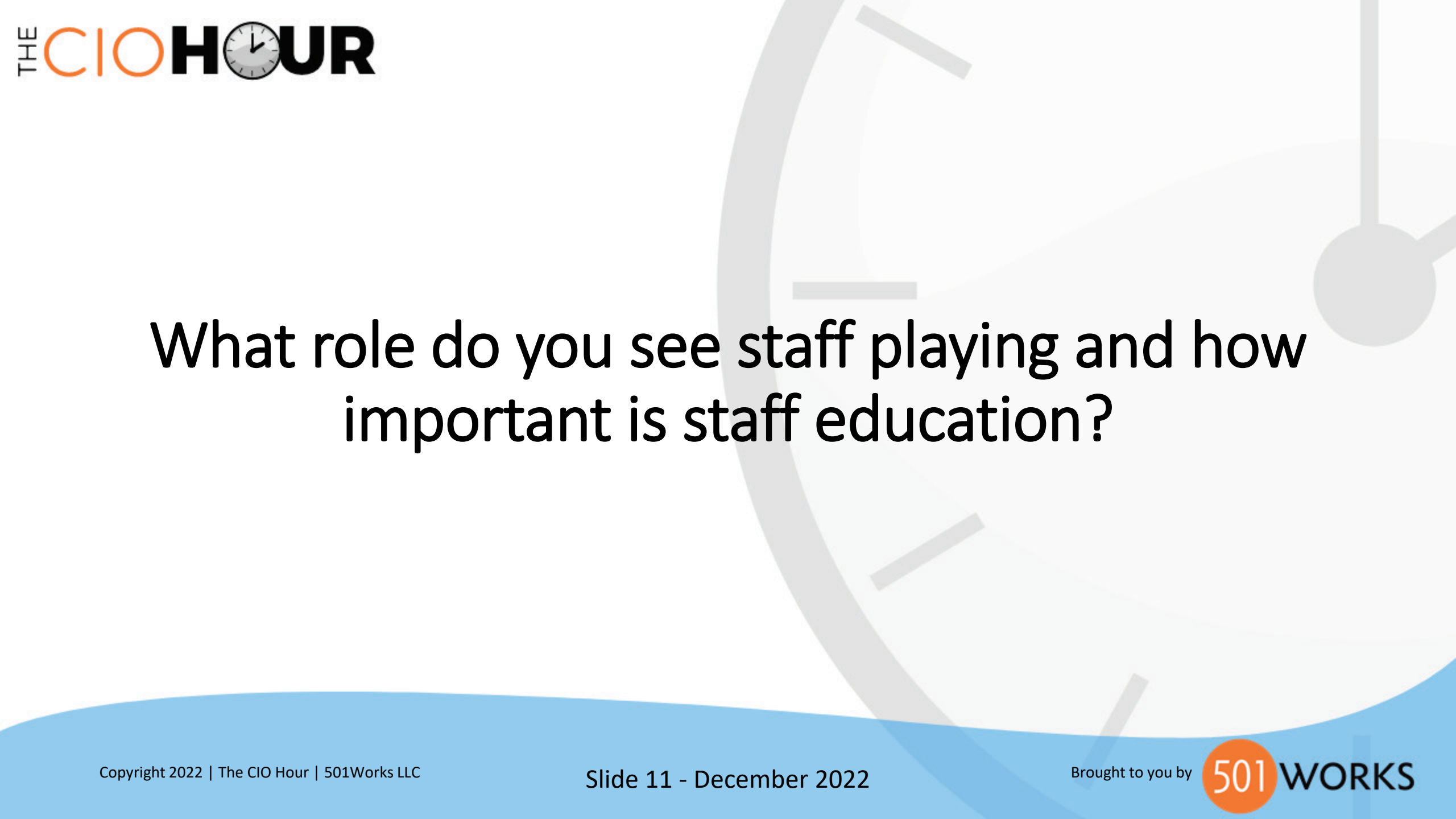


On to Your Questions...



How do you see cloud initiatives evolving?

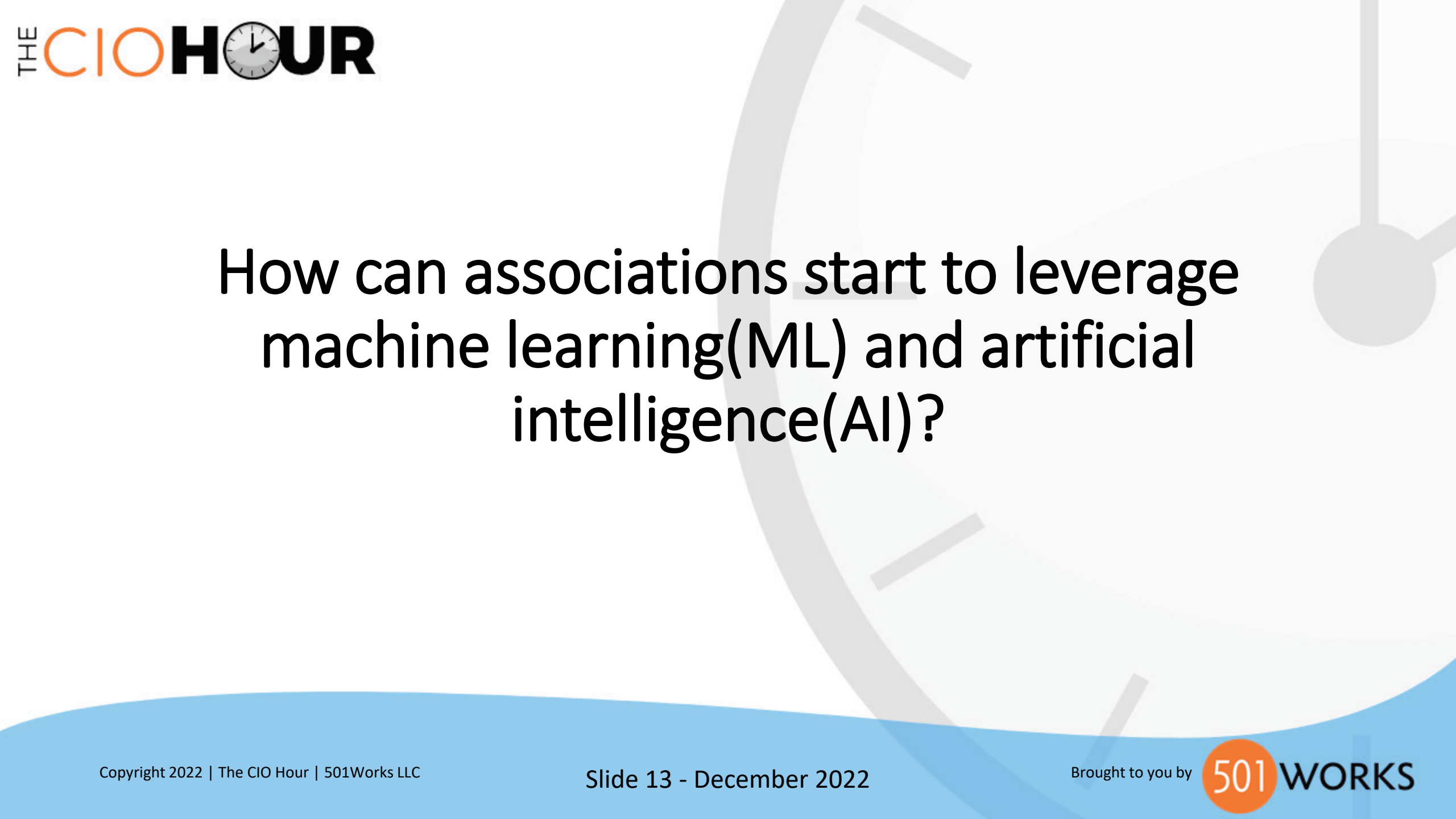
Help us understand security responsibilities
as we move to the cloud.



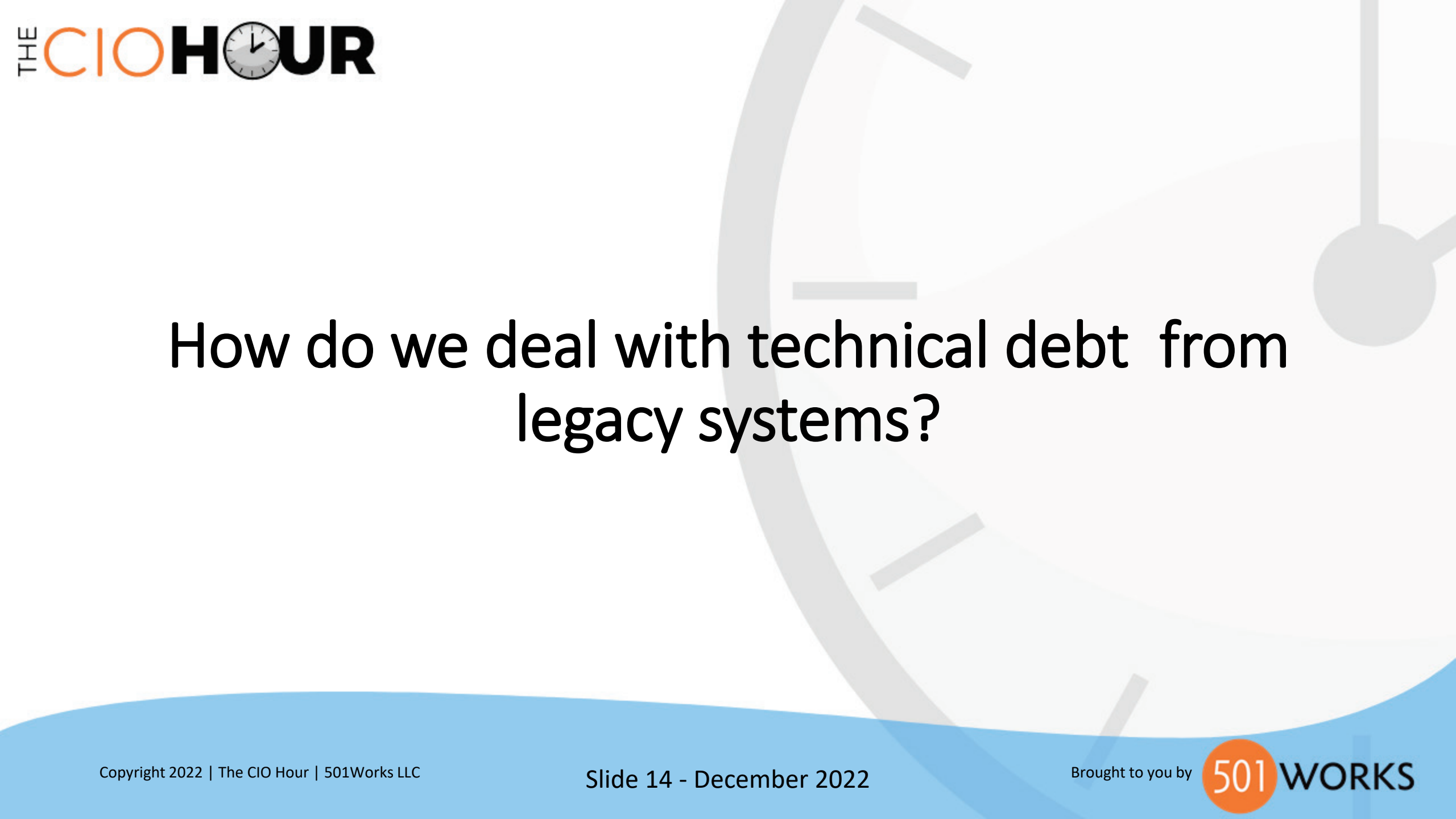
What role do you see staff playing and how important is staff education?



Please tell us about establishing a data driven culture.



How can associations start to leverage machine learning(ML) and artificial intelligence(AI)?



How do we deal with technical debt from legacy systems?



How do we best leverage outside expertise?



Tell us more about the
“expectation of personalization.”

Other Questions?



Thank you to our panel of experts!



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Final Thoughts

- Join us December 6th for **Data Hoarders**
- Join us January 5, 2023 for **Getting More from our Virtual Meetings**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

