The Stormy Seas of "Social" - Redefining Control
Peter Coffee, VP and Head of Platform Research, Salesforce

Keynote O1

Session Abstract

Audit and control professionals today face a 'social' paradox: pervasive sharing, combined with rising awareness (and expectations) in regard to governing personal data. Treated for too long as a topic for technologists, global and richly connected social networks are no longer a merely recreational diversion: they have become (in many people's minds) a public utility, a part of daily life like water or electricity. The role of audit and control, in making these new utilities trustworthy, is vital to their continued success in transforming markets and lifestyles. Peter Coffee, VP and Head of Platform Research at salesforce.com, will share stories from both public and private sectors of successful strategies for navigating these new waters.

Target Audience

COBIT Objectives or Processes

Speaker Bio

Peter Coffee joined salesforce.com in 2007 after 19 years with the IT journals *PC Tech Journal*, *PC Week* and *eWEEK*. He works with IT managers and developers to build a global community on cloud platforms including salesforce.com's Force.com and Heroku. Mr. Coffee was the first manager of PC integration at The Aerospace Corporation in El Segundo; before that, he worked with Exxon in arctic development, chemical production, and alternative-fuels operations from the Gulf Coast to Alaska. He holds an engineering degree from MIT and an MBA from Pepperdine University; he has lectured in IT management, AI techniques and business strategy at Pepperdine, UCLA, Stanford, MIT and Harvard Business School. He is the author of two books, *How To Program Java* and *Peter Coffee Teaches PCs*.

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