

Boardroom Insiders

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Overview: The Product

- » Founded in 2008
- » In-depth executive profiles
- » Fortune 500...and beyond
- » Target audience:
 - Enterprise Sales
 - Marketers
 - Executive Recruiters
 - Nonprofits
 - Corporate Admins
- » Direct subscription sales + channel deals + one-off website sales
- » Offshore + onshore + monitoring tools
- » New profile requests limited to subscribers only
- » 95% renewal rate

Sample Executive Profile



Randall D. (Randy) Mott

CIO,
General Motors Corporation
Last updated: 09/10/2012

Biographical Summary

In February 2012, Mott, one of the tech industry's best-known CIOs for his work at Walmart, Dell, and Hewlett-Packard, was appointed head of General Motors' global IT operation. In a move that underscores the importance GM places on IT, Mott reports directly to CEO Dan Akerson and is part of the automaker's executive operations committee. Mott replaces Terry Kline, who had been CIO since 2009, when he took over for long-time CIO Ralph Sogenda. At Walmart, which Mott joined right after graduating from college, Mott pioneered the data warehousing and automated supply chain that helped the company become the biggest retail chain in the country. During his six-year stint as CIO, Walmart nearly tripled in revenue and its IT group earned a "best-of-class" reputation as it cost-effectively leveraged global and common IT systems. After two decades at Walmart, Mott left in 2000 for Dell, where he did it all over again. Mott was personally recruited to HP in 2005 by former CEO Mark Hurd; the two had known each other for years. At HP, Mott oversaw a major consolidation and centralization effort in HP's own IT operations, and instituted new accountability and efficiency measures across HP's IT efforts. But in June 2011 a management shakeup under HP's new CEO Leo Apotheker resulted in Mott's sudden departure. A believer in "speed over endless analysis," Mott is said to possess a "low-key Southern charm" that belies an intensity that typically brings him into the office before sunrise.

Biographical Highlights

- Born circa 1957.
- Mott graduated with a Bachelor of Science degree in Mathematics from the University of Arkansas at Fayetteville.
- Fresh out of college, he joined Wal-Mart Stores Inc. (Walmart) in 1978 and over the next 22 years held the following positions with the Bentonville, Arkansas-based discount retail chain:
 - Various technical and management positions (1978 - 1984)
 - Senior Vice President and Chief Information Officer (1984-2000)
- In 2000, Mott left Walmart for Dell Inc., where he was appointed SVP and CIO.
- Mott became Executive Vice President and CIO of Hewlett-Packard Company in July 2005, where over the next six years he was responsible for all application development, data management, technology infrastructure, data center operations and telecommunication networks worldwide.
- He left HP in a management shakeup in June 2011.
- In February 2012, Mott was appointed CIO of General Motors Corporation.

Personal Attributes and Interests

- In November 2009, CIO magazine ranked Mott at No. 1 on its list of the "richest CIOs," with estimated 2008 earnings of \$28,293,134 (on a base salary of \$690,000).
- At the time, word was that Mott's deal with then-HP CEO Mark Hurd was that he was paid no salary but instead got a small part of the savings to HP (and by doing so made a not-so-small fortune).
- *InformationWeek* named Mott "Chief of the Year" in 1997 for his work at Walmart.
- When Bill Eisenman was SVP of Computer Systems at NCR in Dayton, Ohio, in 1997, he had high praise for Mott. "I see a lot of good CIOs," Eisenman said, "but what separates the real good ones is they don't just get the requirements from the business and deliver them. They view themselves as major catalysts for improving the business. That's Randy Mott to a T."
- He was named a Distinguished Alumni in 2005 by the Fulbright College Alumni Academy.
- He received the "Roger Milliken Career Achievement Award" from the Voluntary Inter-Industry Commerce Solutions Association in 2007.
- At the age of 21, Mott started his IT career as a programmer at Walmart. One of his early tasks involved coding applications for Walmart's first remote automated distribution center, more than 200 miles away in Searcy, Arkansas. The assignment helped Mott form his business-benefit-above-all philosophy. "It was a big step for the company to have a lot of the merchandise in a place where they couldn't go out and touch it," Mott recalled.
- Mott has been called "the CIO's CIO." He is widely credited and admired for helping to define the role as well as advance the notion that IT should not only support the business, but also help to improve its efficiency and boost the bottom line.
- Mott is a believer in the power of boardroom representation, which provides the CIO with critical insight into the challenges and initiatives of the business. It can only benefit the business, he said, if the CIO is involved in the high-level decision-making process.
- Mott sets a "let's not waste time" tone in his department; he believes in "speed over endless analysis."
- According to *BusinessWeek*, "Mott's low-key Southern charm" belies an intensity that typically brings him into the office by 5:15 a.m.
- The story of how HP lured Mott away from Dell caused quite a stir in IT and business circles. When former CEO Mark Hurd took the reins from Carly Fiorina in 2005, HP was a company in disarray. It was plagued with disparate infrastructure and systems from the Compaq and Digital Equipment acquisitions and a massive IT overhead was



“Boardroom Insiders is now 'baked in' to all of our playbooks, roadshows, and training. It's really embedded in what we do.”

— Rick Marcet, Senior Director, Sales Productivity, Citrix

1. There are no silver bullets
2. Business model/pricing is the biggest challenge
3. Failure can be good
4. SEO is the smartest marketing investment
5. Google AdWords is a waste of money
6. The best editorial model is offshore + onshore + automated tools
7. Best business model is subscription plus custom
8. Keep your product and offer simple. Complexity = sales obstacles.
9. Own your customer relationships
10. Scale doesn't matter



Focus Moving Forward

1. Grow database
2. Monetize database
3. Build a real, profitable business
 - Do one thing and do it better than everyone else
 - Focus on content and customer service
 - Focus on direct, enterprise sales

Thank You

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