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ITSO deliverable enables follow-up to CEO Show conversations

“The CEO Show with Robert Reiss” radio show is a notable platform for CEOs to share their knowledge. This popular venue is a breeding ground for intellectual discussions that can help enhance the business community. At the conclusion of an episode of the show, interested CEOs needed additional information to connect with each other to form valuable alliances. That’s why IBM clients who had participated with The CEO Show turned to the ITSO for help in producing a creative CEO directory.

The ITSO team consisted of [Raynell Neal](#), project manager; [Christopher Olson](#), graphic designer; [Holly Anagnos](#), writer; [Blake Goulette](#), flash coder and [Savage Bell](#), audio file preparation. Experienced at crafting C-level communications, they worked with the client to develop an online directory of the CEOs who had appeared on The CEO Show. The directory gave CEOs the information they needed to initiate contact with a new colleague—career background and contact information.

Raynell, Holly, Chris, Blake and Savage worked directly with Creative/Branding Design, an application consultant. Working across teams, the ITSO harnessed a variety of talents and skill sets to deliver a project that satisfied all of the client’s requirements: a dynamic directory that enabled new CEO alliances, made by highly-skilled collaborators.