

WTN MEDIA

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The CEO's perception of strategic IT and his Relationship with the CIO

Moderator:

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The CEO/CIO Relationship

Paul Purcell, Chairman, President & CEO

Brian Brylow, Chief Technology Officer

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Baird at a glance

- Established in 1919
- Employee owned & privately held
- 2,300 associates
- \$77 billion in client assets
- 100+ locations globally
- 100 associates in Europe, 20+ in Asia
- *FORTUNE* 100 Best Companies to Work For 2004 - 2008

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Overall Growth

1994 vs. 2007

	1994	2007
Revenues	\$180 million	\$729 million
Operating Income	\$15 million	\$105 million
Ownership	20%	93%
Associates	1,337	2,300
Locations	57 United States	100+ U.S., Europe, Asia

Geographic Footprint

1994 – 57 U.S. locations and 1,337 associates



Geographic Footprint

2008 – 100+ locations in the U.S., Europe and Asia and 2,300 associates



IT Evolution

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