



**FOR IMMEDIATE RELEASE**

**Atefeh Riazi, the new CIO for the United Nations to Keynote  
at the World BPO/ITO Forum**

The sixth annual World BPO/ITO Forum, [www.worldbpoforum.com](http://www.worldbpoforum.com), today announced Atefeh “Atti” Riazi, Assistant Secretary General and new Chief Information Technology Officer for the United Nations will give the second day, opening keynote presentation on Thursday, July 18th.

**NEW YORK, NY (PRWeb), June 26, 2013** – The World BPO/ITO Forum (<http://www.worldbpoforum.com>), taking place in New York, NY on July 17 - 18, 2013 is an executive gathering of forward-looking thought-leaders ([http://www.worldbpoforum.com/event\\_speakers.aspx](http://www.worldbpoforum.com/event_speakers.aspx)) who will share valuable insights on current technology innovations and trends, as well as facilitate important discussions on growth strategies and related operational issues and challenges currently being faced in developing and/or managing successful global sourcing arrangements.

Atefeh Riazi is the Assistant Secretary General and new Chief Information Technology Officer for the United Nations, with the responsibility for all substantive and operational needs of the world body relating to information and communications technology (ICT).

Atti brings with her wide-ranging experience in the public and private sector, focusing on leading complex organizational change involving large departments in challenging environments to deliver vital business transformation through the use of innovation and technology,” stated the announcement of her appointment.

Since 2009, Ms. Riazi has served as the Chief Information Officer of New York City Housing Authority (NYCHA) with oversight responsibilities for design and deployment of smart building technologies and cost containment practices. She also served as the Acting General Manager with responsibility for all operations, overseeing \$3B budget and 12000 employees. Prior to joining NYCHA, she was the global Chief Information Officer and Senior Partner of Ogilvy and Mather overseeing technology, applications, networks and data centres.

She began her career with the Metropolitan Transit Authority of New York City, where she held various progressively responsible positions over the course of 16 years, and was appointed as the Chief Information Officer with responsibilities for implementing the \$2B Metro Card project in New York City.

Her keynote presentation (<http://www.worldbpoforum.com/keynote2013.aspx>), titled 'Rising to the Challenge: Delivering Real Transformation' speaks to how CIOs have tremendous insight into how the organization works and where the opportunities are for transformation. Moving to the CEO role requires leading this transformation not only through the use of technology, but also through vision, passion, instinct and simply clear headed management. To lead an organization through this phase and to sell the vision requires tremendous skills like selling, persuasion, communication, and playing the power and politics.

"True transformation requires one's ability to move away from self preservation and 'now and here' mindset to thinking 'then and there'. Only leading responsibly with compassion and thinking beyond our boundaries of time and space can help us achieve real transformation." states Ms. Riazi.

Themed 'Smartsourcing: Leveraging Collaboration & Innovation', the Forum ([http://www.worldbpoforum.com/conference\\_overview.aspx](http://www.worldbpoforum.com/conference_overview.aspx)) will provide a peer-to-peer group educational agenda and influential networking atmosphere for top executives currently using BPO (business processing outsourcing) and/or ITO (IT outsourcing) services, as well as the opportunity to meet with the top service providers and a broad scope of international representatives from all corners of the globe.

"Smart sourcing is increasingly becoming part of a company's core business agenda, and it is vital that organizations get it right the first time around." states Jim Noble, Chairman of the World BPO/ITO Forum and former SVP, Talisman Energy, GM, AOL, GE, BP and Altria. "The Forum brings buyers and sellers of services together to meet, as well as, having global experts share insights, best practices and valuable lessons learned. This event is the right platform to get a perspective from around the globe."

For more information, or to register for the event, visit <http://www.worldbpoforum.com>.

### **About The World BPO/ITO Forum**

The World BPO/ITO Forum conference is in its sixth year, and getting closer to its aspirations to become the "Davos" of global strategic sourcing. The conference offers a "one stop shop" for C-executives at mid- to large-sized companies to hear from speakers who can offer best practices in global sourcing, to meet with top global service providers, and meet representatives from established & emerging countries.

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