

FOR IMMEDIATE RELEASE

**The World BPO/ITO Forum Announces Robert Reich
As Featured Closing Keynote Speaker**

NEW YORK, NY – June 14, 2012 – The World BPO/ITO Forum, the premier thought-leadership event focusing on Business Process Outsourcing (BPO) and Information Technology Outsourcing (ITO), today announced Robert Reich as the featured closing keynote speaker on Tuesday, June 26th. The event, which runs on June 26th -27th, 2012, is the most influential global vendor neutral forum for ITO/BPO convergence. It will feature more than 65 speakers and is designed to show how companies are using BPO/ITO processes and technologies to thrive in a new economic order.

Robert B. Reich is one of the world's leading thinkers about work and the economy. Now Professor of Public Policy at the University of California at Berkeley, he has served under three national administrations, most recently as Secretary of Labor under Bill Clinton. He also served on President Barack Obama's economic transition board. In 2008, *TIME* magazine named him one of the ten most successful cabinet secretaries of the past century. Reich is the author of 14 books including his latest, *Aftershock: The Next Economy and America's Future*, a *New York Times* best-seller, in which Reich looks at where the economy is heading after the Great Recession and what to expect over the next decade.

“To stay competitive and thrive in the “new normal,” companies have to deliver more value at lower cost. Global sourcing has become a transformational lever that can empower businesses to take on new competition as well as develop new markets,” explained Mr. Kartik Kilachand, CEO & Co-Founder, The World BPO/ITO Forum.

“Global Sourcing has become a strategic tool that can empower businesses to take on new competition. This exclusive forum provides opportunities to interact, learn and share issues, challenges and solutions from some of the world’s leading thought leaders on the economic, political and technical impact of Global Sourcing,” stated Mr. Jim Noble, Chairman, World BPO/ITO Forum and Senior VP, Talisman Energy.

Mr. Emmet Keeffe, CEO of iRise, opens the conference with a panel discussion on “The Consumerization of IT: A Revolution that will Cause the Transformation of Software Delivery.” Mr. Keeffe will discuss this megatrend that CIOs are facing across all industries and geographies, and how software delivery will be transformed in the coming years.

“American jobs going overseas is an emotive subject, particularly in an election year, but like it or not, the phenomenon of ‘Global Sourcing’ is here to stay. The challenge now is how best to leverage it!” said Mr. Kilachand.

The conference is strongly supported by the Society for Information Management, which is the professional association for over 4,000 CIOs, and the IBM Center for CIO Leadership (3,000+ CIO members).

For more information or to register for the event, [visit www.worldbpoforum.com](http://www.worldbpoforum.com).

About The World BPO/ITO Forum, Inc.

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

Media Contact: Kartik Kilachand – CEO; kartik@worldbpoforum.com.