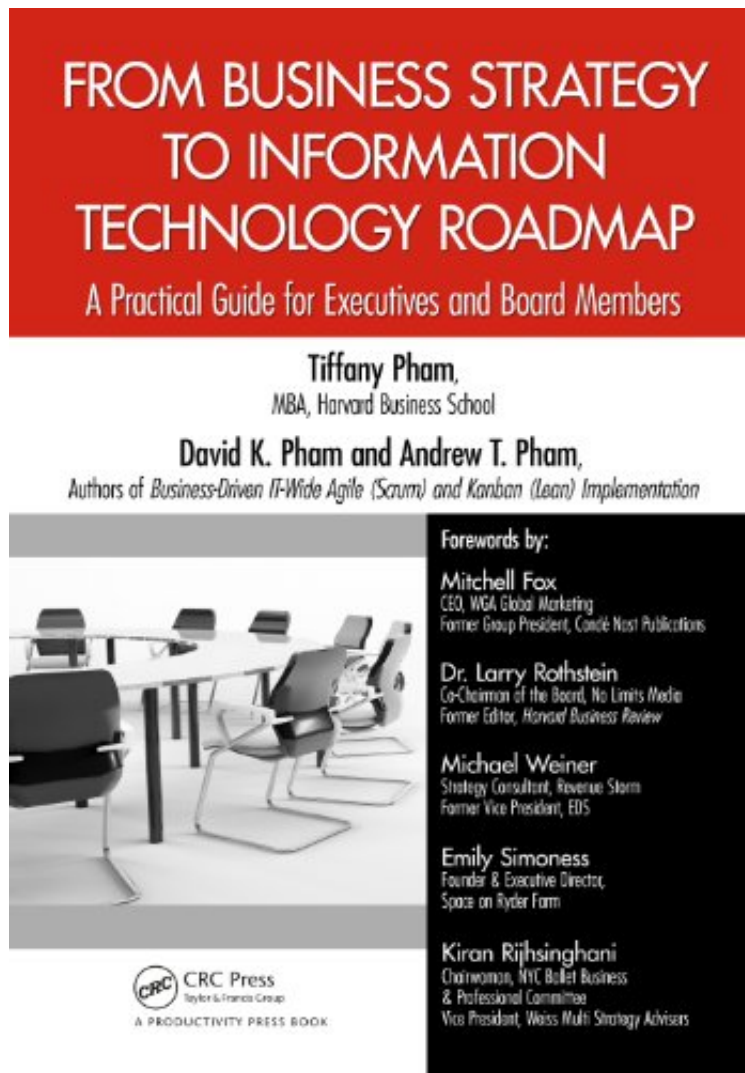


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From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members

Tiffany Pham, David K. Pham, Andrew Pham
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Tiffany Pham, David K. Pham, Andrew Pham : From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members before purchasing it in order to gauge whether or not it would be worth my time, and all praised From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members:

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By Alexander Shipilov
The book seems to be overpriced. Illustrates just high-level concepts which are known to everyone who might want to buy the book with

such title. However the material is well-structured and can be used by one to catch up after long-long vacation. P.S.: The quality of diagrams and figures is far below the level of Harvard MBA. 0 of 0 people found the following review helpful. Five Stars By Joe Stewart Good resource 0 of 1 people found the following review helpful. Five Stars By Colin Brand This book is an easy read and provides practical value

Whether you are a CEO, CFO, board member, or an IT executive, *From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members* lays out a practical, how-to approach to identifying business strategies and creating value-driven technology roadmaps in your organization. Unlike many other books on the subject, you will not find theories or grandiose ideas here. This book uses numerous examples, illustrations, and case studies to show you how to solve the real-world problems that business executives and technology leaders face on a day-to-day basis. Filled with actionable advice you can use immediately, the authors introduce Agile and the Lean mindset in a manner that the people in your business and technology departments can easily understand. Ideal for executives in both the commercial and nonprofit sectors, it includes two case studies: one about a commercial family business that thrived to become a multi-million-dollar company and the other about a nonprofit association based in New York City that fights against child illiteracy.

From all that I have observed throughout the years, whether as President and CEO of companies or as an industry observer, I know you can only ignore the suggestions of Pham's book hellip; at your own peril. And it's a heck of a lot less money than getting this same advice from an expensive team of traditional consultants; it's faster and easy to implement the ideas in this book; and it will help your company to work more collaboratively and become more innovative. Mitchell Fox, CEO, WGA Global Marketing, Former Group President, Conde Nast Publications As Co-Chairman of the Board of No Limits Media hellip; and as a former Editor of the Harvard Business Review, I had the great pleasure of reading Tiffany Pham's book *From Business Strategy to Information Technology Roadmap*. The book makes a powerful case for the importance of any organization, profit-driven or nonprofit, to deeply connect its strategic thinking with its IT architecture and structure. Pham and her co-authors eloquently lay out their argument in a clear, step-by-step approach that guides the reader through the basics. Larry Rothstein, PhD, Co-Chairman of the Board, No Limits Media, Former Editor, Harvard Business Review I have very much enjoyed reading this new book and found it very realistic with a very logical and practical approach for how to create the necessary alignment between the business and IT organization. In our competitive world where IT can either be a strategic business enabler for competitive agility and advantage or a hindrance to the same, this book provides an easy to understand, yet profound, approach senior management can readily use. I recommend it to all senior management staff, both business and IT, and believe it should be considered as required reading in MBA programs. Michael Weiner, Strategy Consultant, Revenue Storm; Former Vice President, EDS What's remarkable about Pham's book is that it offers a detailed and systematic approach that feels completely intuitive. As such, one can learn from the very practical advice here, while preserving those all-important, if nebulous, instincts. *From Business Strategy to Information Technology Roadmap* feels especially useful because it understands deeply something paramount to artistry: collaboration. hellip; In this book, Pham gets to the heart of both business strategy and IT, such that those with a strategy background can better understand the IT perspective and vice versa. She also provides an efficient, yet comprehensive, primer for the young entrepreneur trying to get a handle on what strategy looks like and how it interfaces with every part of the business. Reading this book at the genesis of my organization would have saved me a lot of time and headaches. Emily Simoness, Founder and Executive Director, SPACE on Ryder Farm My volunteer work, coupled with my full-time job on Wall Street, has shown me how organizational goals are helped or hindered by the quality of IT. With *From Business Strategy to Information Technology Roadmap*, I learned that Pham demonstrates the same interest in these two perspectives from inside both the commercial enterprise and the nonprofit organization. In this very timely book, Pham and her co-authors lay out a concise, logical, and clear pathway that both business executives and IT leaders can use to intelligently derive an IT roadmap from the organization's business strategy as well as integrate IT into the fabric of the organization, providing innovative, creative solutions to enhance business operations. Kiran Rijhsinghani, Chairwoman, New York City Ballet Business Professional Committee; Vice President, Weiss Multi Strategy Advisers Faced with much uncertainty and economic challenges, businesses today need to be flexible and able to adapt to changing strategies and federal regulations. IT system design is a reason I hear all too often regarding why we can't implement a new creative idea, whether it's due to cost or archaic systems. Looking into the future, this cannot be the excuse anymore; companies need to consider IT design as a top priority and interlace it with their business strategy. This book gives a simple, systematic approach to technology design and business strategy a must read to understand how to compete in the ever-changing global landscape. It emphasizes the need for business and tech minds to come together to develop optimal solutions, challenging the historic IT stereotype of acting like a silo and resisting large change. *From Business Strategy to Information Technology Roadmap* presents a simplified approach to moving your enterprise toward success and developing a long-term sustainable strategy and IT foundation. Stephanie Bartz, Director of Strategic Planning, United Healthcare What I

like about Pham's book is that it is easy to read with real examples of business case and business strategy. Likewise, I also like the overall organization of the book, which is very logical and easy to follow. I personally recommend this book to any IT executives who would like or need to build an IT or technology roadmap that can more clearly support his or her company's or nonprofit association's business strategy.

Adam Warner, IT Management, Education Service Center, Region 10

About the Author Tiffany Pham graduated with a BA in Economics and International Studies, with Distinction, from Yale University and an MBA from Harvard Business School. Prior to Harvard Business School, Tiffany Pham was in MA Investment Banking on Wall Street and has since worked on strategic initiatives at multibillion dollar media conglomerates. In addition to this, she also serves on the Board of Trustees for Provincetown Film Society, the Board of Directors for No Limits Media, the Board of Advisors for Space on Ryder Farm, and the Business Committee for the New York City Ballet. Tiffany Pham can be contacted at: TiffanyPham@aya.yale.edu.

David Pham, a prolific software creator, is the co-author of the book *Business-Driven IT-Wide Agile (Scrum) and Kanban (Lean) Implementation*, also by Productivity Press. In addition to this, David Pham is also a Sun-certified Java and Microsoft-certified developer. A technology entrepreneur, he has held top positions with a number of start-ups, first as Chief Technology Officer (CTO) with KTD Media Corporation based in New York and then as President of a Web-based company based in Rhode Island. While not working, David Pham enjoys spending time with his family as well as sharing his ideas with others. To this effect, he was the invited keynote speaker at the DevChatt Conference for software developers in Nashville, Tennessee, in 2011.

Andrew Pham, an IEEE senior member, PMP, and PMI-ACP, is the co-author with David Pham of *Business-Driven IT-Wide Agile (Scrum) and Lean (Kanban) Implementation*. A seasoned IT professional and executive coach, Andrew Pham has trained hundreds of business and software professionals throughout the world in Agile (Scrum) and Lean (Kanban). Prior to taking on coaching as one of his main activities, Andrew Pham had held several senior positions in IT management, enterprise architecture, system integration, software development, and project management within many organizations of different types and sizes.