



The CIO Working Group met February 8, 2022, at the Mandarin Oriental in Washington DC, during The Council's annual Legislative & Working Groups Summit. The agenda included an open discussion on technology opportunities and challenges inherent to agency operations, an open discussion on CRM platforms and if it is the future of the Agency Management System led by Jo Cooley, and an open discussion led by Jim Maza on mergers and acquisitions from a technology leader's perspective. The meeting concluded with a joint working group session on The New Strategies for Building a Unified Culture.

SESSIONS

Is Salesforce's Financial Services Cloud the Future of Agency Management Systems?

Working Group participants discussed if platforms like Salesforce's Financial Services Cloud is the future of the Agency Management System.

Key Points:

- An open CRM platform allows greater access to data for integrations and analyzing data in a Business Intelligence platform.
- Platforms like Salesforce allow for a more scalable platform while trying to grow fast.
- A generational shift is taking place with younger employers preferring using more modern cloud-based tools.

Mergers and Acquisitions – Lessons learned from a Technology Leader's perspective

This was an open discussion on lessons learned from being a technology leader and what it's like to either be the CIO of the acquiring company or being the CIO of the firm being acquired. Members shared their personal experience on being involved on both sides.

Key Points:

- When acquiring another firm, it is easier for IT to replace all the acquiring firm's technology stack to make management easier.
- When acquiring new staff have conversations with them. Find out what their career goals are and help find a place for them to contribute with the new firm.
- Having a dedicated M&A team can help to make a smoother transition with, IT infrastructure, onboarding, and to help welcome new staff to the team.
- Working on culture first with new employees is preferred before working on the technology stack.