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CONTACT: Katie Hauser
617-954-2325

**MASSACHUSETTS CONVENTION CENTER AUTHORITY'S MARK MICHAUD RECEIVES
2011 'ONES TO WATCH' AWARD FROM IDG'S CIO MAGAZINE AND CIO EXECUTIVE
COUNCIL**

Prestigious award recognizes 25 rising stars in the U.S. Information Technology Industry

May 4, 2011—The Massachusetts Convention Center Authority's Mark Michaud, the Authority's senior director of technology business development, has been awarded a 2011 CIO Ones to Watch award from IDG's *CIO* magazine and CIO Executive Council.

This prestigious honor is given to 25 rising stars in the field of information technology who bring leadership, innovation and value to their organization and are primed to become future CIOs. Michaud accepted the award at the CIO Ones to Watch awards ceremony on May 2, 2011, in Ponte Vedra Beach, Fla., during *CIO* magazine's Leadership Event.

In his six-years with the MCCA, Michaud has played a major role in implementing the latest in meeting technology trends at both the Boston Convention & Exhibition Center (BCEC) and the John B. Hynes Veterans Memorial Convention Center. He led the MCCA's IT team in the project management and implementation of "Showbiz," a custom state-of-the-art event management system used by MCCA employees to plan and manage events.

In 2009, Michaud led the development of two custom mobile applications, myBCEC and myHynes, designed to help guests navigate each of the Boston convention facilities, network with other attendees and locate popular attractions around Boston. Fully customizable for meeting planners, the apps were the first of their kind in the meeting and convention industry and are now available in all formats, from Android to iPad.

Michaud is currently working to mobilize event operations at the Boston centers. In addition to developing mobile versions of Showbiz and sales materials, Michaud plans to equip sales and event services teams with smart phones and iPads within the next year to make communicating with clients and implementing on-the-fly changes seamless.

“Our facilities are among the most technologically advanced convention centers in the world,” said James E. Rooney, executive director of the MCCA. “Having someone of Mark’s caliber, who constantly educates himself and his team on the newest technologies keeps us well above the bar when it comes to providing our clients with the best tools to execute their events.”

“Mark has proven an effective catalyst in moving the MCCA forward when it comes to technology,” said Steve Snyder, chief information officer at the MCCA. “His project management, leadership, and innovation are invaluable, both to our IT department and to the organization as a whole. He deserves this recognition and we’re proud to have him on our team.”

“The Ones to Watch honorees bring an impressive range of leadership skills to their companies,” says CIO Editor in Chief Maryfran Johnson. “We see in this next wave of future CIOs a broader business perspective that’s so vital to innovation and growth.”

All Ones to Watch honorees must be nominated or endorsed by a practicing CIO. Nominations were submitted between May and November 2010 and reviewed by a judging panel of leading CIOs.

“The future of the IT profession is a top passion for the members of the CIO Executive Council. That’s why they volunteer year after year for the tough job of judging which nominees have the best skills and experience to become our next generation of CIOs,” says Pam Stenson, CIO Executive Council Senior VP and General Manager.

Michaud holds an MBA from Boston University and is a 2009 graduate of the UMass Boston Emerging Leaders Program. He is father to nine-month-old twin boys and lives with his wife, Avida, in South Boston.

About the Massachusetts Convention Center Authority:

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In 2010, the MCCA hosted 239 events at the BCEC and the Hynes with 773,387 attendees, generating 585,528 hotel room nights and \$462 million in economic impact. The MCCA is currently in the midst of its Top 5 campaign to launch Boston into the top five convention destinations in North America. For more information, go to www.t5boston.com.

About CIO Magazine and the CIO Executive Council:

Launched in 1987, *CIO* magazine addresses issues vital to the success of chief information officers (CIOs) worldwide. The CIO portfolio includes an award-winning website (www.CIO.com), *CIO* magazine, CIO Executive Programs and the CIO Executive Council. CIO properties provide technology and business leaders with analysis and insight on information technology trends and a keen understanding of IT’s role in achieving business goals. *CIO* magazine is published in more than 25 countries, including Australia, Canada, Germany, South Korea and Sweden.

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