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2024 SOCAL ORBIE AWARDS

The annual **SoCal ORBIE® Awards** honors chief information officers who have demonstrated excellence in technology leadership. Winners in the Super Global, Global, Large Enterprise, Enterprise, Corporate and Healthcare categories will be announced October 30 at Hyatt Regency Huntington Beach.

FROM THE CHAIRS

Mark Hagan (SanDiegoCIO) and **Dr. Derek Peterson (SoCalCIO)** share why connected leaders move faster.

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FINALISTS

Meet the **2024 SoCal ORBIE Finalists**

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LEADERSHIP RECIPIENT

A look at the career of ORBIE Leadership Award recipient **Dan Morales**, the CIO for Universal Music Group.

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Award Winners and Nominees

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Connected Leaders Move Faster



MARK HAGAN
2024 CHAIR, SanDiegoCIO



DR. DEREK PETERSON
2024 CHAIR, SoCalCIO

Great CIOs know technology moves fast, and connected leaders move faster. SanDiegoCIO and SoCalCIO brings together the preeminent CIOs from California’s largest organizations to enhance leadership effectiveness, create value, mitigate risks and share successes. Member-led, non-commercial programs foster meaningful professional

relationships, enabling collaboration on shared challenges to gain leadership advantage. There is no textbook for how to be a great CIO. Leaders sharpen professional acumen through peer collaboration with others facing similar challenges. While industries and organizations vary in SanDiegoCIO and SoCalCIO, successful leadership approaches are universal. Members understand the “superpower” of trusted relationships. In any gathering of CIOs, the answer is in the room. Through regular member-led events and interactions, the collective power of executives working together generates immense value. Everyone wins when ideas, experiences and best practices are shared in a collaborative and secure group. SanDiegoCIO and SoCalCIO connect CIOs to nearly 1,600 lifelong learners across over 40 chapters in the Inspire Leadership Network. From public and private companies to government, education, healthcare and nonprofits, we exist to help members succeed in

one of the most demanding C-suite executive roles. The principles serving CIOs for over 25 years are now available to CISOs as the Inspire Leadership Network expands, with six chapters exclusively for CISOs launching in 2024. The leadership of CIOs transforming organizations in California is recognized through the ORBIE Awards. On behalf of SanDiegoCIO and SoCalCIO, we congratulate all the nominees and finalists for their remarkable achievements. A special thank you to the sponsors, underwriters and staff for making the SoCal ORBIE Awards possible. Sincerely, **Mark Hagan** 2024 Chair, SanDiegoCIO Chief Information Officer and Digital Officer, AMN Healthcare **Dr. Derek Peterson** 2024 Chair, SoCalCIO Chief Technology Officer, Boingo Wireless

Congratulations to the **2024 SoCal CIO of the Year** award winners and nominees.

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S O C I A L

ORBIE

AWARDS

Leadership Award Profile: Dan Morales

A look at the career of this year’s ORBIE Leadership Award honoree, Dan Morales, the Chief Information Officer for Universal Music Group

This year’s annual Leadership Award at the ORBIEs is being presented to Dan Morales. Morales serves as the Chief Information Officer (CIO) for Universal Music Group N.V. (UMG.AS), the world leader in music-based entertainment with a broad array of businesses engaged in recorded music, music publishing, merchandising and audiovisual content.

As the leader of Universal Music’s Global Information Technology team, Morales develops insights from across the organization through analytics, reporting and data intelligence applying leading-edge technologies to further the company’s innovation and market position. Under Morales’ leadership, UMG has made several upgrades to its technology assets.

Throughout his career, Morales has repeatedly proven to be a performance-focused and visionary IT leader credited with multimillion-dollar savings through enterprise-level technology utilization and exceptional strategy development. He is a big-picture thinker who confidently champions business objectives with focused business acumen, vendor negotiations,

offshore development and cost-cutting initiatives.

Morales has forged a dynamic management career with strong leadership, problem solving, planning, risk management, team-building and project management skills. He is able to recruit, develop, motivate and retain diverse staff, structuring them into teams that deliver results and savings. He has had full responsibility for P&L and a large OPEX and CAPEX budget and has a proven record of execution in very large complex environments.

Among his specialties as a CIO are:

- Technology Architecture & Integration
- Artificial Intelligence
- Machine Learning
- API Integrations
- Data Analytics
- Infrastructure
- Networking

- Enterprise Planning
- Offshore Development
- Business Continuity
- Emerging Technologies
- RFP & Vendor Management
- P&L Responsibility
- Performance Measurement

Morales joined UMG in 2019 from eBay Inc., where he also served as CIO. He led the e-commerce company’s Global Information Technology function in San Jose, California, as vice president of corporate enablement functions, before rising to CIO in 2014, where his responsibilities included business intelligence and analytics, networking, global enterprise technology operations and enabling functions. Morales led the

team responsible for facilitating the eBay and PayPal split that separated the companies’ technology systems and rebuilt eBay’s global technology and applications.

Prior to eBay, Morales was the senior vice president of enterprise corporate technology at Bank of America Corp. in Charlotte, North Carolina, where he managed Global Technology teams. Before that, he held several roles at Continental Airlines Inc. in Houston from 1990 to 2003, rising to managing director for corporate technology. Under this role, he supported more than 80 financial systems in various technologies from mainframe to Internet, while streamlining finance business processes and implementing a flight profitability system.

Morales, a Texas native, holds a Bachelor of Arts degree in Managerial Studies from Rice University.







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MARVIN CRUZ
VP & LA Metro CTO
CGI

Marvin Cruz is a seasoned IT executive with over 25 years of experience, known for his results-driven approach and visionary leadership. With a proven track record of aligning strategies with corporate goals, Cruz excels in implementing innovative solutions that drive business opportunities and growth. Cruz's strategic vision and leadership have consistently positioned him as a key asset in fostering organizational success, making him a pivotal figure in achieving long-term business objectives.

SUCCESS STORY

Over his eight-year tenure at CGI, Cruz has spearheaded numerous initiatives that have fueled innovation, growth and market expansion. One of his significant achievements was leading CGI's expansion in the education sector. Under his leadership, CGI successfully delivered customized ERP software solutions, CGI Advantage, to schools and community colleges. These solutions were specifically tailored to meet the unique needs of educational institutions, enabling them to efficiently manage budgets, financials and payroll. Cruz's efforts have not only expanded CGI's market reach but also reinforced its reputation as a provider of specialized, impactful technology solutions.



STEVE OLIVE
Global CIO
Edwards Lifesciences

Steve Olive is an executive with a track record of strategically integrating business goals with technology solutions at companies like Philips Healthcare and Raytheon. As CIO of Edwards Lifesciences, he has transformed the IT operating model to align technology with business objectives. Olive earned an MBA and a bachelor's in electrical engineering from Northeastern University.

SUCCESS STORY

Olive and his team aligned IT's technology to meet Edwards' business goals by transitioning to a capability-focused operating model. They adopted four industry-standard processes — Idea to Market, Market to Order, Order to Cash, and Enabling Functions — and aligned IT business partners with each, collaborating with global process and product owners to define business requirements. This prioritized capabilities over projects, with a roadmap dictating the integration of capabilities based on agreed priorities. Olive deployed an Agile methodology, eliminated traditional IT project intake, and aligned the Annual Operating Plan with business processes.



LUCILLA RASTELLI
CIO, Integrated Supply
Chain & Service Technology
GE HealthCare

Lucilla Rastelli is a technology leader with an extensive track record for leading multi-national, large-scale transformations. Lucilla is passionate about impact and utilizes technology to innovate for great business outcomes and a better world. She leads from the heart. Rastelli's 30-year career spans advisory and executive roles for consulting firms and large companies. Her current role is chief information officer, integrated supply chain and services for GE Healthcare, an \$18 billion global MedTech company.

SUCCESS STORY

Rastelli leads the incredible team delivering technology innovation for GE Healthcare's Integrated Supply Chain & Global Services functions. The customers, patients and colleagues are at the heart of everything they do. Some of Rastelli and her team's greatest accomplishments support technology for better customer delivery through an optimized supply chain, improved quality through modernized manufacturing technology, reduced patient downtime through remote and predictive service and an improved experience for their field engineer heroes. Rastelli is proud of the work she and her team do to create a world where healthcare has no limits, and is more proud of the way they do it.

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ANDY BHOJWANI
CIO
Cision

Andy Bhojwani serves as Cision’s chief information officer. He is a recognized leader in the private equity and privately held business sectors and is known for his expertise in large-scale digital transformation and enterprise modernization. With extensive international experience in Asia, Europe, and Latin America, he brings a global perspective to his role at Cision.

Before joining Cision, Bhojwani served as the CIO at Transcendia, a company owned by Goldman Sachs. During his time there he played a key role in streamlining enterprise resource planning (ERP), optimizing operational processes, aligning technical solutions with business objectives, and designing cloud computing infrastructure. These efforts significantly improved the company’s operations and application efficiency.



SATYA JAYADEV
VP & CIO
Skyworks Solutions Inc.

Satya Jayadev is the VP and chief information officer of Skyworks Solutions, Inc. Skyworks is an innovator of high-performance analog semiconductors whose solutions are powering the wireless networking revolution. Prior to joining Skyworks, Jayadev served as chief information officer for Momentive, a chemical company. Before that, he served as global director of information technology at Purolator Advanced Filtration Group, and previously held increasingly IT strategic and management positions at Imperial Tobacco Group and various other organizations.

SUCCESS STORY

Jayadev’s journey as a CIO has reinforced the importance of human connection, purpose, prioritization and execution. Building strong relationships with his team, inspiring their belief in IT’s transformative potential, ruthlessly prioritizing key initiatives, and diligently executing team plans have been key to his success. While collaboration and problem-solving are essential, his most impactful role has been that of the “chief inspiration officer,” motivating and guiding his team towards achieving their goals. He commented, “There is no better success than that!”



SAI KOORAPATI
SVP, Global Information
Technology
Topgolf Callaway Brands

Sai Koorapati is a seasoned technology leader with over two decades of experience driving digital transformations. In the past decade, he successfully led a company-wide digital transformation initiative. Koorapati’s expertise spans enterprise applications, customer-facing systems, cybersecurity and connected product design. He holds engineering degrees from Indian universities

SUCCESS STORY

Over the past decade, Topgolf’s IT department has been a key driver of growth, contributing to a significant increase in revenue from \$750 million to \$4.3 billion through organic growth and M&A. Through strategic initiatives, cost optimization, global team expansion and operational excellence, the team has delivered exceptional results. Key achievements include successful ERP rollouts, e-commerce implementations, introducing consumer data platforms, cybersecurity protection, improved project management, and a high customer satisfaction scores. These achievements highlight the IT department’s commitment to driving innovation, delivering value, and supporting the company’s overall growth objectives.



ALLAN LAMKIN
CIO
Paul Hastings LLP

Allan Lamkin is an experienced, results-driven technology executive with over 25 years of experience as a leader with more than a year as a CTO/CIO. He has been a successful team builder and innovator in the software, media, entertainment, legal and technology industries building direct-to-consumer, B2B Services, internal systems and applications for global organizations. He has a track record of leading an entrepreneurial organization and growing/managing teams to deliver results and products on time and budget to a vision. He is also the inventor of over 31 issued patents.

SUCCESS STORY

While the team has many great accomplishments under Lamkin’s leadership, perhaps the greatest and most difficult to achieve has been the organizational change and major transformation made in the past few years. Overall there has been a large jump in the IT department’s maturity. The team has established a new foundation for technology across the firm from infrastructure to endpoints for the years to come to support the firm’s growth. IT has also delivered new and upgraded enterprise applications to help transform the business of law and to provide innovative solutions to support legal practice groups.



JOE WALLACE
CIO
Mission Produce Inc.

Joe Wallace is a seasoned IT leader with over two decades of experience and knowledge. As the CIO of Mission Produce, his strategic vision, leadership and business relationships drove infrastructure advancements, digital transformation initiatives, and improved cybersecurity posture, which supported a successful initial public offering. Before Mission Produce, Wallace gained extensive experience in various industries, including e-commerce, digital media, manufacturing and distribution. He began his IT career during his service in the United States Air Force.

SUCCESS STORY

Mission Produce’s IT roadmap was not a solitary endeavor but a collaborative effort with the company’s esteemed business leaders. Wallace’s strategy and approach in adopting and implementing cloud-based global enterprise applications has dramatically improved the company’s operations and allowed it to scale when required. By transitioning from older legacy systems to modern platforms, Mission Produce has strengthened its ERP, business intelligence, transportation management systems, supply chain, redundant network infrastructures, communication systems and cybersecurity capabilities. This transformation highlights the positive impact of our objective of supporting Mission Produce’s global vertically integrated expansion and evolution to a publicly traded billion-dollar company.



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CONGRATS

RAY CHAN

2024 SOCAL ORBIE AWARD FINALIST



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Over \$1.5 billion annual revenue



ED CLARK

CIO
California State University,
Office of the Chancellor

Ed Clark is the CIO for the California State University (CSU), America’s largest public four-year university system. He partners with the Chancellor’s team and university leaders to advance CSU’s mission through technology. In 2019, Ed was named Minnesota’s non-profit CIO of the year and appointed to the Minnesota’s Blue Ribbon Technology Advisory Council by Governor Walz. He serves on numerous boards and committees to advance the goals of higher education.

SUCCESS STORY

The creation of CSU’s collaborative strategic plan and its key initiatives is the result of strong relationships and a shared mission and vision. The work Clark and his IT team does with their CSU colleagues supports dreams, builds careers, and fuels progress for the university and the state of California. This shared vision has led Clark and team to implement and adopt student success dashboards at every campus, to complete a massive cloud migration, and to use AI in new and exciting ways that will promote CSU’s teaching, learning, and equity goals.



LEA ERIKSEN

Director of Technology &
Innovation; CIO
City of Long Beach

Lea Eriksen is the director of technology and innovation and CIO for the City of Long Beach. She has led strategic initiatives in leveraging emerging technology and data to provide innovative civic solutions. With over 25 years of experience in local government—spanning budgeting, finance, technology and project management, Eriksen was named a “Top 25 Doer, Dreamer and Driver” by Government Technology. She currently serves as the membership chair for Innovate@UCLA and treasurer for SCSIM.

SUCCESS STORY

As CIO of Long Beach for six years, Eriksen has led the Technology and Innovation Department’s transformation from an internal service provider to a strategic partner for 24 city departments, driving initiatives in digital equity, data privacy and civic resiliency. TID worked with community and tech partners to reduce the city’s digital divide by 38% and successfully navigated challenges like the pandemic, civil unrest and homelessness by leveraging smart technologies and data. The team’s efforts earned Long Beach the “Top Digital City” ranking in its category by the Center for Digital Government for the last three years.



JAMES FRAZEE

VP & CIO
San Diego State University

Dr. James P. Frazee, CIO and VP of IT at SDSU, leads IT strategic oversight, fostering innovation and collaboration. Reporting to the president, he partners with faculty, staff and industry leaders to support SDSU’s success. Recognized as one of CIO Times’ “5 Rising Leaders in Education to Follow in 2024,” Dr. Frazee’s leadership and commitment to student success have elevated SDSU’s IT Division to national prominence.

SUCCESS STORY

Under Dr. Frazee’s leadership, SDSU has achieved remarkable success. The implementation of the “my.SDSU” student information system streamlined administrative processes, increased responsiveness and security, and enhanced student services, showcasing his commitment to innovation. The OneIT model unified IT departments, fostering collaboration and efficiency and improving service delivery and cost-effectiveness. Additionally, the AAAI initiative empowers faculty and students to leverage AI in education and research. The AAAI Summit, guided by extensive student feedback, united CSU campuses and industry leaders, shaping the future of AI in academia. Dr. Frazee’s visionary approach continues to drive SDSU’s technological advancements and collaborative success.



LYNN FYHRLUND

CIO
San Bernardino County

Current CIO of San Bernardino County, with a transformative tenure as Milwaukee County CIO, Lynn Fyhrlund brings a wealth of experience from her service in the US Army Reserves. Her academic journey includes an MBA from the University of Wisconsin-Madison and a Bachelor’s in Computer Science from Lakeland University. Committed to innovation and excellence, Fyhrlund leads with a people-first approach, fostering continuous learning and development in IT services.

SUCCESS STORY

Leading San Bernardino County IT, Fyhrlund and team are modernizing the HCM system, fostering transparency with quarterly meetings, and exploring enhancing infrastructure via cloud services. A new centralized data hub has revolutionized accessibility and efficiency to data. Fyhrlund and team have maximized the use of Microsoft Teams, expanded public Wi-Fi in Parks, upgraded the Parks POS systems, and streamlined IT services with ServiceNow and improved County Board constituent engagement with Microsoft Dynamics. Also, cybersecurity initiatives have bolstered organizational vigilance. These strides exemplify IT’s dedication to innovation and community.



DAN McCLINTOCK
CIO
Meruelo Group LLC

Dan McClintock is CIO for Meruelo Group, a private company providing strategic consulting and business services to a group of affiliates across diverse industries including construction, hospitality, gaming, media, food services, professional sports and private equity. With a background in operations and multiple international leadership roles, McClintock is a trusted business strategist and coach who develops high-performing teams that deliver innovative solutions, generate millions in cost savings, open new business opportunities, and consistently exceed expectations.

SUCCESS STORY

McClintock stated that, “leadership is a team sport! Each finalist for this award is here because of the success of the people we lead. When I think about the obstacles we have overcome, I am most proud that our greatest achievements came when we acted as a team. Each person lending their strengths and challenging themselves to complement and benefit each other, the companies we serve, and our customers. The technological milestones that we have gained does not define my legacy. That lies solely with the innovation, personal growth, and career development of my team. My success and my gratitude go to them!”



GIL SALAZAR
SVP, IT & CIO
Stater Bros. Markets

Gil Salazar is the SVP, IT and CIO at Stater Bros. Markets. With over three decades of experience, Salazar has held senior leadership positions at Hyundai, Ford and AIG, demonstrating prowess for driving technology strategy that promotes growth and value. Salazar holds a B.S. from Liberty University and an M.S. in Food Industry Leadership from USC. He serves on the board for Stater Bros. Charities, contributes back to local communities, and is a proud Navy Veteran.

SUCCESS STORY

In 2016, Salazar returned to Stater Bros. Markets to overhaul the IT department as part of the company’s move towards digital modernization. By prioritizing people, processes and technology, Salazar cultivated an elite IT team that earned the confidence of their colleagues in the company. By establishing solid collaborations with other departments, they set up a strong data infrastructure which became indispensable during the pandemic. In addition, the department successfully implemented a new HCM/payroll solution, engineered and launched an innovative point of sale system, and introduced the company’s inaugural eCommerce solution, thereby cementing its status as being poised for transformation.

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Over \$500 million annual revenue



KAVITA DEEPAK

CIO
City of Irvine

With over 20 years of IT and leadership experience, Kavita Deepak began her career in ERP systems and later moved into consulting to better understand customer implementations. She has consistently delivered innovative solutions that enhance efficiency, reduce costs, and improve customer experiences. A problem solver by nature, Deepak thrives on challenges. She holds a Bachelor's in Computer Engineering, ITIL and PMP certifications, and has completed leadership programs at UC Fullerton and UCI.

SUCCESS STORY

Deepak's success story is one of leveraging technology to drive innovation, enhance efficiency, and create value. It's a story of leading with integrity, empowering her team, and continually striving to make a positive impact on the community. Deepak has always prioritized building a team that embodies the One Irvine values. She appreciates the opportunity to serve as the CIO for the City of Irvine, a community she has proudly called home for the past two decades. This role is more than just a professional milestone; it is a chance to give back to the city that has been her home.



KEVIN GRAY

CIO
City of Burbank

Kevin Gray has served as the City of Burbank's chief information officer since 2018. He is responsible for driving the city's digital transformation and technology strategies, and managing the overall operations of the IT department. Gray serves on several boards including the Municipal Information Systems Association of California (MISAC), the Southern California Society for Information Management (SCSIM), Innovate@UCLA, University of California Riverside Extension Executive Design Thinking Program, CIO Summit – California, and the Burbank Community YMCA.

SUCCESS STORY

Under Gray's leadership, the IT department has made several notable accomplishments over the last year. It partnered with the Burbank Police Department to implement a new Computer-Aided Dispatch and Records Management System, a modern public safety ecosystem serving as the heart of the City's public safety activities. New digital solutions driven by Gray save the city over \$10 million dollars annually in city time and effort and save the community over 26,000 hours of their time. The city is the first and only municipality in the State of California to successfully adopt SAFe, driving project delivery efficiency by 70%.



DEEPIKA RAYALA

CDIO
Cornerstone OnDemand, Inc.

Deepika Rayala, Cornerstone's CDIO, is a seasoned digital transformation leader. Prior to Cornerstone, she had a successful track record at companies like Broadcom, Genentech, and Yext. Rayala excels at execution, balancing and juggling multiple priorities that drive operational efficiencies and employee productivity. She is actively engaged in the industry via CIO forums like T200 and UCLAInnovate. She is passionate about supporting and elevating women and is a sponsor for the Women@Cornerstone employee resource group.

SUCCESS STORY

As the CDIO at Cornerstone, leading the NorthStar Program implementation in the recent past is a testament to Rayala's strategic leadership, partnership, resilience and technology prowess. By unifying four disparate entities onto a single platform in a year, the initiative significantly enhanced the ability to operate as one company, improving operational efficiencies across the end-to-end business process. Introducing a bespoke Enterprise Digital Hub (Gen AI) to enhance employee productivity was a practical and frugal solution as co-pilots and other tools get more economical. These wins reflect situational leadership that balances multiple nuances and constraints in effectively executing an IT portfolio.



JUSTIN SKELTON

SVP & CIO, IT
Dine Brands Global

Justin Skelton is a transformational leader who has multi-industry technology leadership expertise. He has served in senior and executive level IT roles at four large publicly held organizations including: Allstate Insurance, Bank of America / Merrill Lynch, CVS Health and currently Dine Brands Global. During his lengthy career, he has successfully led teams through technology strategy development / modernization, mergers / acquisitions and divestitures and was a key member of the mortgage executive team during the financial crisis.

SUCCESS STORY

A few successes that Skelton is proud of from his time at Dine Brands are being awarded Computer World's Best Places to Work, CIO100 Award, and Amazon Web Services Award for Innovation. Ultimately, he said he feels his career journey has been one of his own success stories – serving in an executive IT role at five publicly held organizations including: Allstate Insurance, Bank of America / Merrill Lynch, CVS Health, the Auto Club Group (AAA), and currently Dine Brands Global.



RAY TOFOLO

CIO
CoolSys, Inc.

Ray Tofolo is a senior technology leader who has held global responsibility for applications, IT infrastructure, cybersecurity and digital platforms. From his early experience at PWV working on formative technology engagements for Fortune100 companies to recent roles as CIO, Tofolo has a proven track record of successfully aligning technology to business growth strategies. He graduated from Pepperdine University with a degree in Business Administration.

SUCCESS STORY

CoolSys is private-equity-owned and comprised of over 24 acquisitions with limited business integration performed prior to 2022. Accordingly, Tofolo and the IT team have moved mountains. They started with basics – a single domain and 0365 environment, and cybersecurity improvements. Meanwhile, Tofolo and team rolled out a single HR system, payroll, GL, and planning/budgeting to run the company's core. From there, they enabled a unified call center platform, rejuvenated a fully-integrated field services platform, a master data management system linked real-time to transactional subsystems, and rolled-out a new data lake. The infrastructure team leveraged automation and dev-ops to implement virtual desktops to isolate legacy apps/domains for increased cybersecurity. The journey to build a single enterprise out of 24 standalone companies has been an exciting and rewarding experience for Tofolo and his team.

S O C I A L
ORBIE
AWARDS

CORPORATE
FINALISTS

Up to \$500 million annual revenue



RAY CHAN
VP, IT
San Diego Padres

Ray Chan, in his 14th season with the San Diego Padres and eighth as VP of IT, oversees technology strategy and infrastructure at Petco Park, the team’s Spring Training facility, and its Dominican Republic Academy. With over 25 years in tech, Chan has led major projects like Petco Park’s network overhaul and cybersecurity program. He is also a board member of Computers 2 San Diego Kids and has three children with his wife, Christine.

SUCCESS STORY
Over the past 14 years, Chan has spearheaded the digital transformation of the San Diego Padres and Petco Park. His innovations have been pivotal in Petco Park being named “Top Ballpark in MLB” multiple times. These advancements have significantly enhanced both the fan experience and back-of-house operations, solidifying the ballpark’s reputation as a leader in sports venue technology.



DOUG COOK
SVP & CTO
Jack in the Box Inc.

Doug Cook serves as SVP and chief technology officer for Jack in the Box and Del Taco. Cook brings more than 25 years of industry experience developing and executing strategic initiatives to support the brands’ needs. Prior to Jack, Chan served as chief information officer for Pizza Hut (2019-2021) and vice president of brand technology at Sonic, where he spent 20 years applying leading-edge technologies and analytics to further the company’s innovation and market position.

SUCCESS STORY
Despite the organization lagging in technology for many years, Cook unveiled a transformational strategy to enable Jack in the Box and Del Taco’s 2027 business ambition. To support his “digital first” mission, Chan and his talented team developed and executed a multi-year roadmap to stabilize, modernize and optimize the brands’ technology. They upgraded legacy systems and used data, analytics, and agile development practices to create operational efficiencies and improve the customer experience. As a result, Jack and Del Taco surpassed 20% in digital sales, increased franchise store-level profitability to 15%, and grew net units by 2.5%.



MICHAEL HSU
CIO
Botanic Tonics LLC

Michael Hsu is the CIO at Botanic Tonics, where he leverages over 20 years of experience across healthcare, automotive, advertising, media and entertainment, and CPG industries. Hsu has spearheaded the implementation of enterprise and mobile applications, ecommerce platforms, and led companies to successful IPOs. His passion for using technology as a competitive advantage has driven numerous organizations to surpass their strategic objectives. Hsu’s leadership is characterized by a forward-thinking approach to technology and innovation.

SUCCESS STORY
Hsu led the successful, simultaneous launch of NetSuite, Salesforce Consumer Goods Cloud, Consumer Goods Mobile App, and accompanying integrations, along with the massive organizational change management required for the remote sales force and manufacturing supply chain team. He and his team performed the total implementation in four months. This solidified the company’s technology to be scalable with the business, allowing Botanic Tonics to experience 180% in dollar sales, 165% increase in unit sales compared to last year, and be available in over 20,000 stores across the country. Hsu is confident that with the technology team and stack, Botanic Tonics is fully equipped to continue aligning seamlessly with any future organizational needs.



MATT HUNNICUTT
CIO
Long Beach
Container Terminal

Matt Hunnicutt is a seasoned chief information officer with over two decades of experience in the marine terminal industry. At LBCT Hunnicutt leads a team of 60 IT professionals, driving innovation and digital transformation across the organization. He has a proven track record of implementing cutting-edge technologies that enhance operational efficiency and customer satisfaction.

SUCCESS STORY
Hunnicutt and team have implemented the first fully automated marine container terminal in the Americas which in return has broken performance records and provided goods and services throughout the COVID pandemic without any impacts which no other container terminal was able to achieve. This marine terminal has also been defined as one of the most environmentally friendly terminals in the world and has plans to reach full net zero by 2030.



JON SILVERTOOTH
VP, IT
California Pizza Kitchen

Jon Silvertooth’s career started with 10 years of traveling to implement ERP (enterprise resource planning) and web content management systems in a consulting role. Upon coming back to California, he took a three-month contract at California Pizza Kitchen. He was not initially looking for a permanent position, but reports that he was “lured in by the great company culture and amazing people.” After 17 years, he has progressed to a leadership position, overseeing the entire IT department.

SUCCESS STORY
Silvertooth’s career at California Pizza Kitchen spanned 16 years prior to his promotion to vice president in 2023, which allowed him to have an immediate impact when he stepped into the role. Not only did he already know where the organization had weaknesses and redundancies, he already had the trust of his staff because most of them had worked with him for years and had first-hand knowledge of the credibility of his words. That knowledge and credibility, coupled with a strong team of technology professionals, has quickly transformed the IT department into a strategically important department.

S O C I A L

ORBIE

AWARDS

HEALTHCARE

FINALISTS

Nonprofit and public sector
healthcare organizations



CARMELLA
CASSETTA
VP & CIO
Hoag Health System

Carmella Cassetta is CIO for Hoag Health System, leading all IT functions and technology that support clinical and business operations. Cassetta has over 35 years of experience across multiple industries including serving as VP of global IT for Ingram Micro; VP of IT for Barnes and Noble; and CIO for Corinthian Colleges. Cassetta received a B.S. in Business from UCONN. She serves on the Board of Advisors for AWT.org and SCSIM and is an advocate for women in STEM.

SUCCESS STORY

The team led by Cassetta successfully navigated a complex migration to a new electronic health record. This included complex data migration and implementing more than 30 new clinical applications. Partnering with clinical leaders, the teams defined and configured integrated workflows, order sets and treatment plans to enhance patient care. They introduced functionality supporting the insourcing of revenue cycle operations. This work created a foundational layer upon which to build enhanced patient outcomes, data analytics, a digital patient experience, streamlined revenue cycle operations and AI enabled capabilities. The result is transformational and Cassetta noted that, “we’re just getting started!”



ASH SHEHATA
CIO
AHMC Healthcare Inc.

Ash Shehata is a strategic, forward-thinking leader and trusted advisor, leveraging operational, technical expertise and business know-how to drive growth and profitability in all facets of healthcare operations, information technology and consulting. Shehata is known for introducing business process improvements by developing and implementing innovative architecture and technology solutions aligned with corporate objectives. He consistently improves efficiencies, reduces costs and enables companies to scale. He is adept at building and leading high performance teams in delivering complex projects.

SUCCESS STORY

Under Shehata’s stewardship, AHMC IT has developed an enterprise mode of support and acquisition that has help AHMC achieve substantial savings on both support and purchasing power. AHMC IT has migrated its productivity suits in to a SAAS model and has achieved collaboration that is allowing AHMC to become more flexible and nimble to the changing climate within healthcare in Southern California. The company’s move to the SAAS model has saved the organization over 11 million dollars in year one alone.



DOSS TYCHICUS
CIO
AIDS HEALTHCARE

As CIO at AHF, Doss Tychicus leads a global IT team across 47 countries, driving innovation to enhance healthcare delivery. His leadership has resulted in significant cost savings through cloud solutions, SD-WAN technology, and automation, while also expanding telehealth services and improving patient care. With a focus on empowerment, collaboration and continuous improvement, Tychicus has fostered a high-performing team, ensuring that AHF remains at the forefront of healthcare technology and service excellence.

SUCCESS STORY

Tychicus’ success story at AHF is marked by transformative IT leadership, driving significant advancements in technology and operations. By implementing innovative technology solutions, Tychicus and team have significantly increased both provider and customer satisfaction. Implementing cloud solutions reduced infrastructure costs by 50% and downtime by 90%, while SD-WAN technology optimized network performance and saved \$9.5 million annually. Virtual chat and bots enhanced service efficiency, increasing staff productivity by 45% and patient satisfaction by 40%. Tychicus’ strategic focus on innovation, empowerment and collaboration has not only fostered a highly motivated team but also positioned AHF for continued growth and success in delivering high-quality healthcare.

2024 SOCAL ORBIE AWARDS

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