



Robert (Bob) Yacenda

Information Technology Solution Architect, Media & Entertainment; IBM

Title

New Roles and Models for Physical Distribution

Abstract

Biography

Bob Yacenda, IBM Media and Entertainment Industry, Digital Media Lifecycle Management Solutions, Current responsibilities include identifying market place opportunities in the media production process. He also focuses on developing innovative oriented activities and solutions that can be architected using technology from IBM's Research, Product and Service Divisions. Bob has been with IBM for 33 years, addressing customer requirements from a variety of positions.