

## **INDUSTRY LUMINARIES DELIVER KEYNOTES THAT ADDRESS THE LATEST ADVANCEMENTS IN ALM AND AGILE AT ALM FORUM CONFERENCE**

*ALM Forum keynotes tap extensive industry experience*

SEATTLE, Wash., Feb. 3, 2014 – ALM Forum, (<http://alm-forum.com>), today announces its Keynotes for the industry’s premiere conference dedicated exclusively to sharing knowledge for success with ALM practices. Conference Keynotes, presented by Scott Ambler, Ken Schwaber, Steve Denning and Sam Guckenheimer, will touch on the latest industry trends that are driving software development success – and disruption – in the enterprise. In addition, ALM Forum Plenary speakers include industry senior executives: James Whittaker, Microsoft Distinguished Technical Evangelist; Mike Brittain, director of engineering, Etsy; and, Dave West, chief product officer, Tasktop Technologies.

“This year’s program, from Keynotes and Plenary speakers to the sessions and workshops, will provide software executives with a range of useful and actionable knowledge that will make a positive impact on their organization’s success,” said Keith Pleas, conference director of ALM Forum. “Our Keynotes and Plenary speakers bring a level of experience to one setting that is unique to any conference covering Agile, DevOps and ALM at scale.”

ALM Forum provides IT executives, architects and managers the opportunity to learn, share experiences and form professional relationships that support integrated, enterprise-wide approaches to effective software delivery. Sharing expertise is a cornerstone of the conference, with a focus on the “big picture” of software development, and how to adopt end-to-end disciplines that result in more productive and efficient software delivery.

Registration for the conference, scheduled for April 1-3, 2014 in Seattle, is open by visiting: <http://alm-forum.com>

ALM Forum Keynotes include:

### Scott W. Ambler – Co-creator of DAD Framework – Disciplined Agile Delivery

Ambler is the senior consulting partner of Scott Ambler + Associates, working with organizations around the world to help them improve software processes. He is the founder of the Agile Modeling (AM), Agile Data (AD), Disciplined Agile Delivery (DAD), and Enterprise Unified Process (EUP) methodologies. He also is the (co-)author of several books, including *Disciplined Agile Delivery*, *Refactoring Databases*, *Agile Modeling*, *Agile Database Techniques*, *The Object Primer 3rd Edition*, and *The Enterprise Unified Process*. Ambler is a senior contributing editor with Dr. Dobb’s Journal and blogs on DAD at *DisciplinedAgileDelivery.com*.

### Ken Schwaber – Co-creator of Scrum – The State of Agile

Schwaber co-developed the Scrum process with Jeff Sutherland in the early 1990s to help organizations struggling with complex development projects. One of the signatories to the Agile Manifesto, he subsequently founded the Agile Alliance, Scrum Alliance and Scrum.org. He has written three books about Scrum: *Agile Software Development with Scrum*, *Agile Project Management with Scrum*, and *The Enterprise and Scrum*. He lives in Lexington, Massachusetts.

Sam Guckenheimer – Product Owner Microsoft Visual Studio – Transforming Software Development in a World of Devices and Services

Guckenheimer is the author of *Software Engineering with Microsoft Visual Studio Team System*. He has 25 years of experience as architect, developer, tester, product manager, project manager and general manager. He currently acts as chief customer advocate, responsible for the end-to-end external design of the next releases of Visual Studio Team System. Prior to Microsoft, Guckenheimer was director of product line strategy at Rational Software Corporation (now IBM Rational). He holds five patents on software lifecycle tools, is a frequent speaker at industry conferences and a graduate of Harvard University.

Steve Denning – Author, *The Leader's Guide through Agile to Radical Management – Transforming Management*

Denning is the author of the award-winning books: *The Leader's Guide to Radical Management: Re-inventing the Workplace for the 21st Century*, *The Secret Language of Leadership* and *The Leader's Guide to Storytelling*. From 1996 to 2000, he was the program director, knowledge management at the World Bank, where he spearheaded the organizational knowledge sharing program. In November 2000, Denning was selected as one of the world's 10 Most Admired Knowledge Leaders (Teleos). He now works with organizations in the U.S., Europe, Asia and Australia on leadership, innovation, business narrative and most recently, radical management.

Tweet this: #ALMForum Keynotes include @scottwambler, @kschwaber, @samguckenheimer, @stevedenning at ALM Forum in Seattle, @ALMForum

About ALM Forum

ALM Forum is the only dedicated conference that addresses the end-to-end disciplines of effective enterprise software delivery – Application Lifecycle Management. It features thought leaders from IT organizations, industry luminaries and active solutions providers that come together to share their experiences and expertise, and to forge lasting relationships that help improve personal and organizational software effectiveness. For more information please visit: <http://alm-forum.com>.

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