



For Immediate Release
June 1, 2006

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Dr. Jim Poisant to be First WITSA Secretary General

Arlington, VA – The World Information Technology and Services Alliance (WITSA), owner of the World Congress on Information Technology, announced today that Dr. Jim Poisant has been named Secretary General of the organization.

“I am delighted to welcome Jim Poisant to WITSA,” said George Newstrom, chairman of the international association. “WITSA is a unique organization, advancing the global IT marketplace in more than 70 countries around the world. Jim is uniquely qualified to take the World Congress and WITSA’s many other public policy and business development programs to the next level. We look forward to having Jim on board to lead this exciting effort. Concurrently with Jim’s appointment, we have renamed our senior leadership position to ‘Secretary General’ to be more consistent with protocols in global organizations of our stature and visibility”.

WITSA Executive Director Allen Miller retires from his post this month. Miller joined WITSA in 2001 and substantially expanded both the size and programs of the organization. “We thank Allen for outstanding service to the industry,” Newstrom said. “Allen has made numerous contributions, especially in nurturing IT industry growth in developing world countries in Africa and the Middle East. We wish him well in his retirement.”

As Secretary General, Poisant will serve as the full-time executive in charge of all WITSA programs and activities. WITSA licenses the World Congress on Information Technology to localities around the world. The World Congress is the premier conference for business executives in the global information technology industry. A highly successful World Congress concluded last month in Austin, Texas, drawing over 2000 attendees. Previous World Congresses have been conducted in Adelaide, Australia; Fairfax, Virginia; Taipei, Taiwan; and Bilbao, Spain.

In addition to the World Congress, Poisant will be responsible for WITSA’s public policy summits, global public policy development, studies and publications and related initiatives.

Poisant joins WITSA from EDS, where he served as US Government Manager of Events, Associations and Alliance Marketing since 2005. An internationally recognized expert in event planning, fund raising, marketing and business development, Poisant was President and CEO of COVITS, the Commonwealth of Virginia's innovative technology showcase. Between 1997 and 2006, he operated Poisant International LLC. He served as an associate visiting professor, School of Management, George Mason University, between 1998 and 2003.

As an EDS executive on loan, he served as President and CEO of the World Congress on Information Technology held in Fairfax, VA in 1998.

"Jim is largely responsible for the great success at the World Congress in Fairfax," Newstrom said. "The event drew delegates from 93 countries, featured speakers like Mikhail Gorbachev and Margaret Thatcher, and added significantly to the reputation of WITSA and the World Congress."

Poisant served as a marketing and sales executive at EDS between 1988 and 1998, including stints as Vice President of Entertainment and Broadcast Sales and Vice President of the Leisure Division. Earlier, he was manager of business seminars at the Walt Disney World Co.

Poisant is graduate of Worcester State College, Worcester, MA. He earned a Masters Degree in Urban Education from the University of Massachusetts as well as Masters and Doctoral degrees in Public Administration from Nova University.

The World Information Technology and Services Alliance (WITSA) is a consortium of over 70 information technology (IT) industry associations from economies around the world. WITSA members represent over 90 percent of the world IT market. As the global voice of the IT industry, WITSA is dedicated to advocating policies that advance the industry's growth and development; facilitating international trade and investment in IT products and services; strengthening WITSA's national industry associations through the sharing of knowledge, experience, and critical information; providing members with a vast network of contacts in nearly every geographic region of the world; hosting the World Congress on IT, the premier industry sponsored global IT event; hosting the Global Public Policy Conference; and hosting the Global Information Security Summit.