



SHRM Thought Leader's Retreat The New World of Work

IBM – What's the Deal?

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Meet IBM Italy employee Domenico (pictured here on assignment in Egypt), and five other IBMers who are helping to make the planet smarter.

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IBMers in ACTION

Meet five IBMers who help the world work better

Brian, USA: Showcasing IBM technology

Brian works in a shared workspace - his desk is in a trailer behind the scenes at the French Open, or the "Roland Garros" as the French call it, one of the world's largest tennis tournaments. He is part of a team of more than 50 IBMers from various parts of the world who are totally dedicated to ensuring that the IBM solution for the tournament is working properly.

From an outsider's point of view, the French Open might just look like a branding opportunity for IBM. But behind the scenes IBMers like Brian are showcasing the company's total end-to-end solution, from court-side tournament data, to data feeds for the official Internet site. Brian is front and center in the effort. "Being the technical webmaster in charge of end-to-end delivery with 100 percent availability, and with IBM's name on the line, you want everything to be perfect," he says.

"I've been doing this for more than nine years, and I still get excited when I see clients begin to realize the ways that they can make IBM technology, such as what's done here at the Open, work for them in their business," says Brian. "I love doing this job, and the places I get to work," he adds.

Michal, Israel: Cracking the disease code

With the right model, Michal and her colleagues from the Haifa Research Lab in Israel could crack any code. Even if the code happens to be one of the most pressing health issues of our time: HIV.

Antiretroviral drug therapy combinations have increased the average life expectancy for people diagnosed with HIV by 13 years. That's good. What's even better? Michal has found a way to help physicians make smarter decisions about which therapy combinations or 'cocktails' will work for a specific patient. Her work with European partners means doctors can access an online prediction engine that tells them which treatment has the best chances of success for their patient.

The prediction models of the Haifa team tap into a wealth of information amassed in Europe's largest database of HIV information. Tying this complex picture of blood tests, demographic information, and patient history to the outcome of clinical therapies seemed almost impossible at first - but Michal and her teammates did it. They started off with genomic data and ended up with a decision support system. Michal is confident that similar progress can be made for other chronic diseases.



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"IBM has reinvented itself many times. But through it all, its DNA, its soul remained intact ... IBM's most important innovation wasn't a technology or management system. Its revolutionary idea was to define and run a company by a set of strongly held beliefs."

- Sam Palmisano, IBM Chairman & CEO

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Be an innovator

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team environment

Live the values

Build the career you want

Change jobs without changing companies

Global Opportunity Marketplace

Global experience

Work with the best & brightest

Performance culture

Superior contributions

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