**The Shark Toothed Elephant**
Practical Lessons in Managing Transformational Technology in the Modern Enterprise
Bill Rose

"How do you eat an elephant?  One bite at a time!"

We've all heard that one. It's a great expression of the importance of good project and program management.  But, to paraphrase H.L. Mencken, it's clear, simple, and in the case of managing transformational technology in a competitive environment, it's also completely inadequate.  Transformational technology in the digital age is change *compounded*. Hard technology causes or enables change in process, which cause changes in skills and thought.  Human complication then enters the equation.  The swirl of change becomes a blur of silicon, software, markets, customers, orders, shipments, egos, ambitions and personal agendas.  Suddenly, the elephant turns, tusks become razor sharp teeth, and the beast is hungry.

Bill Rose is Vice President of Information Technology for the Corporate Service Group at Avnet, Inc.  One of Bill's particular interests in the technology world is the practical management of transformational technology inside an enterprise.  His experience as a key leader in three global ERP implementations and Chief Architect of an early stage ERP system for Direct Store Delivery distributors has allowed him to develop a unique perspective on the effect of very large technology implementations.  Bill presents his key lessons learned in a concise but light-hearted observation on the behavior of organizations and individuals during times of compound change.

About Avnet, Inc.
Avnet, Inc. (NYSE:AVT) is one of the largest distributors of electronic components, computer products and technology services and solutions with more than 250 locations serving 70 countries worldwide. The company markets, distributes and optimizes the supply-chain and provides design-chain services for the products of the world's leading electronic component suppliers, enterprise computer manufacturers and embedded subsystem providers. Avnet brings a breadth and depth of capabilities, such as maximizing inventory efficiency, managing logistics, assembling products and providing engineering design assistance for its 100,000 customers, accelerating their growth through cost-effective, value-added services and solutions. For the fiscal year ended July 1, 2006, Avnet generated revenue of $14.25 billion. For more information, visit www.avnet.com.

About Bill Rose
Bill Rose is Vice President of Information Technology for Corporate Services at Avnet, Inc.  Bill is a transplanted Southerner, having spent most of his life in the southern US, save for a 3 year stint living and working in Western Europe.  He is a proud graduate of The University of Virginia system, and also holds a graduate certificate in Information Technology Management from Georgia Tech.  Bill lives in Ahwatukee with his lovely wife Michele and sons Patrick and Colton.


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