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## 2017 Whitton Speaker Series to Highlight Importance of Digital Data

Winthrop University

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# 2017 Whitton Speaker Series to Highlight Importance of Digital Data

## Quick Facts

- The 2017 Whitton Speaker Series will focus on "Data: Innovation and Impact."
- Sponsored by Elaine Whitton Davis and the College of Business Administration, the series is free and open to the public.



Mike Baur

ROCK HILL, SOUTH CAROLINA – In today's digitized world, the measurement of **digital data** has become a crucial way for entrepreneurs to learn more about their businesses and translate that knowledge into action.

As part of the **2017 Whitton Speaker Series**, **Jim Cusick**, vice president for **SAP America** – Southeast Region, and **Mike Baur**, CEO of **Scansource, Inc.**, will speak on "Data: Innovation and Impact" April 19 at 9 a.m. in **Whitton Auditorium**.

After an 8 a.m. continental breakfast in **MacFeat House**, Cusick and Baur will discuss the importance of digital data and how it can be transformed into improved decision making and business performance.



Jim Cusick

As vice president, **Cusick** works with customers and partners to communicate the message of SAP's digital business model. He assists companies in developing a road map to navigate the digital transformation journey while simplifying technology platforms. His previous positions at SAP America include VP of sales – database & technology, VP of sales – North America commercial and national VP – platform technology sales. **Cusick** also served previously as national sales director for Azul Systems and senior sales director for sales at BEA Systems, Inc.

**Baur** serves as CEO for Scansource, with worldwide headquarters in Greenville, South Carolina. Scansource is Fortune 1000 company with annual sales of more than \$3 billion and has 45 locations across North America, South America and Europe. **Baur** has served as CEO for Scansource for 17 years. He also held the position of president at Scansource, and he served as president of Argent Technologies and director of merchandising for Gates/FA Distributing.

Sponsored by **Elaine Whitton Davis** and the **College of Business Administration**, the **Whitton Speaker Series** offers support and free access to current state-of-the-art knowledge relevant to business practice.

**Register online** for the **2017 Whitton Speaker Series**, which is free and open to the public.

For more information, contact Celeste Tiller '01, '04, director of external relations and the Institute of Management, at [tillerc@winthrop.edu](mailto:tillerc@winthrop.edu) or 803/323-2504.

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