

Balanced Viewpoint Announces Top Executives Presenting Keynote Addresses at the 2009 Worldsourcing Conference

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HALIFAX, Canada – Balanced Viewpoint announced today that top IBM, Branham Group and Dextrys executives will deliver keynote addresses at the 2009 Worldsourcing Conference in Halifax, Nova Scotia.

Suhas Bhide, partner and vice-president of Global Delivery, Global Business Services, of IBM India, will deliver the highly anticipated opening keynote address on Monday, January 12, 2009, at 8:30 a.m. Wayne Gudbranson, president and chief executive officer of Branham Group, will deliver his keynote address on Monday, January 12, 2009, at 3:15 p.m. Brian Keane, president and chief executive officer of Dextrys will deliver the closing keynote address on Monday, January 12, 2009, at 5:00 p.m. All three keynotes will take place in the Neptune Theater in Halifax. The Balanced Viewpoint 2009 Worldsourcing Conference runs January 12, 2009.

"Balanced Viewpoint Conference prides itself on bringing among the most influential and notable industry visionaries to our worldsourcing conference program," said Peter Lindfield, managing director of Balanced Viewpoint and the 2009 Worldsourcing Conference chair. "Suhas Bhide and Brian Keane are leaders in two of the most significant technology companies in the world and each plays a pivotal role in creating new services that define the marketplace and help their customers be more productive, competitive and profitable. Wayne Gudbranson's leadership of Branham Group has made it a key source of intelligence about outsourcing capabilities in the global supply chain."

Mr. Bhide is responsible for the development and deployment of IBM's industry skills, solution and capabilities in Global Delivery from India. He provides direction to the various sectors, industries and practice areas in leveraging applications services world-wide. Mr. Bhide brings over 22 years of experience in the deployment of information technology to the benefit of clients and provides insight from his experiences in the governance and management of various large complex engagements for clients across the world.

Since establishing the firm in 1990, Mr. Gudbranson has positioned Branham as a leading provider of custom consulting services, assisting ICT companies in areas of planning, marketing and partnering. In 2004, Wayne expanded Branham's business by creating the multi-client subscription and data products divisions. Wayne is frequent speaker on issues related to the ICT sector at key industry events around the world. He is a regular technology analyst for CTV and its affiliate stations.

IT veteran Mr. Keane was brought in to build Dextrys into the leading global IT services firm leveraging China offshore resources. Previously, he was president and CEO of Keane, Inc. and under his leadership, the company transformed from its IT programming services roots into an industry leading provider of high-value outsourcing services. Brian pioneered industry practices in the areas of managing, measuring, and delivering outsourcing services. He launched Keane's global delivery model by establishing nearshore facilities in Canada in 1996 and offshore facilities in India in 2001.

Attendance is limited. Anyone involved with outsourcing is encouraged to attend, including industry, finance, and investment executives; federal, provincial and state, and regional government officials; and elected officials. All attendees must register for the summit, including press, who may attend without charge. To register, view the conference agenda, or see the complete list of speakers, sponsors and partners, visit: www.balancedviewpoint.com/worldsourcing2009.

For more information, contact:

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About Balanced Viewpoint

Founded in 2005, Balanced Viewpoint is a provider of research and analysis on the global IT and telecommunications industries and delivers thought leadership and actionable advice to enable its clients to make more informed business and technology decisions with a specific focus on emerging global challenges and risks. Balanced Viewpoint is a privately owned firm with professionals operating out of Canada and the U.S. For more information about Balanced Viewpoint, visit www.balancedviewpoint.com.

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