



CSI Software Sponsors First Annual Health and Fitness CIO Forum in Las Vegas

CSI recently hosted the first-ever CIO Forum for health and fitness IT professionals at the Aria Hotel in Las Vegas. The May 17th event brought together some of the best and brightest IT minds in the industry to share insights and expertise centered on advancing information and technology throughout the health and fitness space. A full day of vendor-neutral presentations and IT dialogue ended with dinner at Aria's Sage restaurant and Cirque du Soleil entertainment.

CIO Forum attendees represented a healthy cross section of players from the industry's top 100 companies, including representatives from Atlantic Coast Athletic Clubs, MVP Sports Clubs and The Houstonian. The forum was a focused opportunity to explore best practices, foster innovation and drive new initiatives. CSI provided a platform for networking and learning, with an all-star roundtable digging deeper into what is possible utilizing the latest and greatest IT technologies and applications. Individual presentations revealed breakthrough examples of how clubs are meeting challenges, leveraging resources, and embracing new growth opportunities using IT as a solution.

“It's easy for me to go to a weekly vendor event and spend an hour or two listening to someone trying to sell me something for a free meal. But at the CIO forum, I learned about issues other IT people are having.”

- Ferdinand Lleshanaku, VP of IT at Chelsea Piers.

Andy Wigderson, vice president of sales and marketing at CSI, concluded the one-of-a-kind event was a success and accomplished CSI's goal of creating a greater network of IT industry peers while addressing key IT issues impacting today's health club. Wigderson noted only about 20 to 25 club companies actually have a CIO, or chief information officer, and those companies lacking a formal CIO do not provide their top IT person a seat at the management table.

“The idea was to get these people together in one room and talk about how IT can be used in health and fitness clubs.”

- Andy Wigderson, VP of Sales and Marketing at CSI Software

Wigderson also noted other industries hold these types of events for CIOs. He felt more emphasis should be placed on IT in the health club space, as other industries have realized improvements in revenue, customer service and cost reduction through enhanced IT infrastructure. CSI designed the CIO Forum to bring the best together for idea generation and elevate the importance and capacity of the CIO within the club industry.

As a pivotal first step, all agreed the CIO Forum served to develop collaboration among health and fitness IT leaders, while creating a foundation for pushing innovation and technology further into the industry culture.