

# Howard Bruck

**Chief Information Officer at Hudson Valley Bank**

Bedford, NY, US

Chief Information Officer - Financial Services

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## Biography

Howard Bruck is the Chief Information Officer at Hudson Valley Bank. Previously he was Managing Director of Technology at the New York Stock Exchange and Director of International IT at PepsiCo. Over a 25 year career, Mr. Bruck has demonstrated a distinctly business focused approach to Information and Technology by leading large and mid-tier organizations through dramatic change and improvement. His understanding of technology as a tool to generate ROI is unique within the CIO ranks. Mr. Bruck is a Professor of Management at Fordham University's Gabelli School of Business where he teaches several courses in IT management and business strategy. He is so a member of the IBM mid-market advisory council, a director of the FW chapter of the Society of Information Management, and a member of the NYU-Polytechnic Campus Advisory Board. He earned his MBA from Fordham University and BS/Math from C.W. Post College.

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## Availability

Keynote, Panelist, Workshop

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## Industry Expertise

Business Services, Financial Services, Information Technology and Services

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## Areas of Expertise

Leadership in Information Technology Function, Project Leadership, Role of the Cio, Technology Trends in Business, Technology Trends in Banking

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## Affiliations

Gerson Lehman Group, Fordham University, Hudson Valley Bank

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## Sample Talks

### Role of the CIO

Technology spend represents 50% of the typical organization's capital budget. Firms that recognize the importance of information and technology, and have the right leadership in place ,generally win in the marketplace. The primary role of the CIO, like most of the executive team, is to make money through new revenues and, more commonly, through expense reduction. Without someone in charge with the right focus and capabilities, firms are limiting their opportunities for success.

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## **Event Appearances**

### **IT Leadership Development**

Society of Information Management RLF

### **IT Leadership Development**

University of Kentucky, IT Leadership

### **Project Management - Conflict and Alignment**

Project Management Institute - Westchester Chapter meeting

### **Risk Management in Technology**

New York Banking Association

### **Role of the CIO**

Fordham University - Executive MBA Keynote

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## **Education**

### **C.W. Post College**

BS Mathematics

### **Fordham University**

MBA Accounting

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## **Accomplishments**

**Chief Information Officer**

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