

Howard Bruck

Chief Information Officer at Hudson Valley Bank

Bedford, NY, US

Chief Information Officer - Financial Services

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.

Availability

Keynote, Panelist, Workshop

Industry Expertise

Information Technology and Services, Business Services, Financial Services

Areas of Expertise

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

Affiliations

Hudson Valley Bank, Gerson Lehman Group, Fordham University

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.

Event Appearances

Risk Management in Technology
New York Banking Association

Role of the CIO
Fordham University - Executive MBA Keynote

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

Education

Fordham University
MBA Accounting

C.W. Post College
BS Mathematics

Accomplishments

Chief Information Officer

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)