



Deborah Russell Obendorf Partner, IBM Global Business Services

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Deborah Obendorf currently is the Global Partner for IBM Global Business Services at a Global Fortune 500 Oil Company and a significant Tech company both in the San Francisco Bay Area. Deborah has been a Global Consulting Partner in Petroleum and Technology beginning in 2009. Prior to this role Ms. Obendorf held the job of Global Freight and Logistics Executive and the Travel and Transportation Consulting leader for Asia Pacific, Business Innovation Services Executive for IBM Global Services Distribution Sector, Service Sector Executive ASEAN Region, Asia Airline Steering Committee Executive, and Retail Practice Leader for Business Innovation Services all in the Asia Pacific Region. In Americas Group she was the Business Unit Executive for Retail and Distribution for the West Coast, and had several leadership positions in the Retail Brand.

She possesses more than 38 years of client experience, as well as a broad spectrum of competencies across consulting, services, systems and software offerings. She has worked with a wide range of organizations in the high tech & petroleum industries, supply chain and logistics, travel and transportation, consumer products and retail industries throughout Asia Pacific, North & South America and Europe.

Numbered amongst her clients are Global Fortune 500 Petroleum Client, Transportation Clients Globally, in Container Shipping and Freight and Logistics, Airlines in many Asia Pacific and South Asian countries along with Airports and Railroads She has helped to transform their operations with/through Business Transformation, Innovation, Enterprise Systems Integration, Supply Chain, Human Resources, Customer Loyalty, Maintenance and Engineering Operations, Data Analytics, Self Service Kiosk, Internet Booking, Sales Forecasting, Merchandising, and Business Process Consulting as well as Strategic Outsourcing.

Deborah spent 15 plus years in the retail industry focused in North America on Supermarkets and Specialty retailers and 10 years in Travel and Transportation focused on Freight Logistics and Airlines, leading consulting, sales, services and brand teams to provide client wide System Integration and Outsourcing Services.

No stranger to the Asia Pacific region, Deborah first moved to that part of the world in 1999 as Retail Practice leader for IBM Business Innovation Services and lived in Singapore while leading multiple Travel and Transportation Consulting/Services roles for IBM in Asia Pacific from 2000 until her return to the USA in 2004. Upon her return she led a Global Freight Logistics Business focused on a new market for services for IBM from 2005 thru 2008. In late 2009 she became the Global Consulting Partner in the Petroleum and High Tech Industries. She joined IBM as a Marketing Representative in 1977, and has spent the last 38 years in various leadership positions, primarily in Retail, Transportation and Petroleum Industries.

Deborah has attended the Advance Business Institute and International Institute of the Harvard Business School. In addition she obtained certification from the IBM Global Executive Program in Tokyo. She graduated with a Bachelor of Science (Retailing) from Purdue University. Deborah is a member of the Food Marketing Institute, and National Retail Association of North America, Journal of Commerce Top Global Logistics Leaders, and served on IBM acquisition board for the Freight and Logistics merger.

IBM Global Business Consulting Services

With more than 80,000 consultants and professional staff in more than 160 countries globally, IBM Global Business Consulting Services is the world's largest consulting services organization. IBM Global Business Consulting Services provides clients with business process and industry expertise, a deep understanding of technology solutions that address specific industry issues, and the ability to design, build and run those solutions in a way that delivers bottom-line business value.