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 Microsoft Canada



[Interview] Part 2: Jon Bartol, CIO General Motors of Canada

This is the next blog in the [continuing series](#) of interviews with leading professionals.

In this blog series, we talk with [Jon Bartol](#) a top-ranking business technology leader and authority. Jon is the Chief Information Officer of General Motors of Canada. I had the pleasure of meeting Jon at the CIO and IT Executive Summit in Montreal.

Thank you and Enjoy!
 Stephen Ibaraki, [FCIPS](#), [I.S.P.](#), [MVP](#)



Jon Bartol, Chief Information Officer,
 General Motors of Canada
Top-Ranking Business Technology Leader and Authority

Stephen: Taking the last question [from the [last blog](#)] more broadly, what do you see as the main challenges for business and how should they be resolved?

Jon:

1. There's never a time to rest. We're working hard to turn GM around and we've made a lot of progress. However, none of our competitors have taken time off. The old saying about 'what have you done today for the business' has never been more true.
2. To win in today's global industry you have to work to minimize and aggressively address the downs while at the same time drive hard on the ups. For GM that means we're aggressively going after growth markets and working hard to get off defense and back on offense in North America.
3. We must continuously work to bring products to the marketplace that our customers simply 'gotta have.' We've launched some great vehicles - we must continue.
4. Take every opportunity to shorten development process cycle time.
5. Keep improving revenue by designing, building and selling great cars and trucks.

Stephen: Can you discuss what you see as the key opportunities for GM?

Jon:

1. Change the public perception of GM - there is still a perception gap that impacts people's consideration of GM vehicles. It's a new company in many ways and we are building on a near-100 year legacy. We are here today with the products that excite today's consumers and we're standing behind our reliability and durability.
2. Keep the focus on the products.
3. Leverage our size and global opportunities.
4. Continue to expand in key growth markets (ie: China, India, Russia).

Stephen: Can you profile the opportunities for businesses in general?

Jon:



John Osley Director Community Evangelism
Microsoft Canada



1. Talent acquisition and retention.
2. Continued career growth and development.
3. Globalization - take advantage of the best opportunities.
4. Regardless of success, stay focused on the cost side of the equation.

Stephen: You were a featured speaker and then chair at two recent CIO conferences. Can you summarize key lessons from these conferences?

Jon: Creativity, solutions, and innovative approaches don't reside in any one company; any one individual. We all share similar challenges. Sure, size may be a factor, but we all are working to find the right combination of activities to make our companies successful. Learning / listening to others can provide tremendous insight.

Stephen: You have an impressive and long history of success. Using this extensive background, please provide your overall top predictions for IT for 2007 and beyond.

Jon:

1. The rapid development of technology will continue to stretch the I/T organization in its ability to adopt it for business value without sacrificing security.
2. The customer experience will become more and more crucial as end consumers become more and more 'computer' savvy.
3. Security will continue to put pressure on the organization - staying in front of the variety of threats is imperative.
4. Mobility / Tele-commuting will continue to grow - allowing and enabling a mobile workforce will become front and center.
5. Ubiquitous access.

Look for more with Jon in the next blog.

I also encourage you to share your thoughts here on these interviews or send me an e-mail at sibaraki@cips.ca.

Posted: Thursday, March 22, 2007 8:00 AM by [cdnitrngr](#)

Filed under: [Stephen Ibaraki](#), [Interviews](#)

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