

CHRISTOPHER S. ROLLYSON

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QUALIFICATIONS

- **24 years management and consulting experience with Big Four and technology consultancies**—distinguished background in corporate strategy, marketing and innovation
- **Serial success with launching game-changing offerings**—collaboratively launched Java with Sun, e-business with PwC Consulting and SOA/Web services with IBM and nVISIA
- **Experienced thought leader and change agent**—define value proposition for clients at various stages of adoption of disruptive product categories and technologies... develop relationships by engaging customers in marketing and thought leadership activities
- **Collaborative project leader as principal consultant and marketing executive**—have led complex global engagements, service line launches and executive marketing programs
- **Multifaceted design experience**—apply analytical discipline and creative methodologies to create products, programs and new ventures that solve business problems
- **Global multicultural outlook**—have lived and worked in 6 countries... speak 4 languages

PROFESSIONAL EXPERIENCE

Managing Director, CSRA Inc., Chicago, IL (2006-present)

Advise Global 1000 and startups on Web 2.0 vision, strategy and execution of enterprise social networking initiatives. Educate teams on disruptive technology, and transfer skills to clients via mentoring. Guide business process innovation and organizational transformation. Drive profit by increasing stakeholder engagement and process efficiency. Author three blogs rated Top Ten, and speak globally at conferences with Global 100 executives. Developed extensive intellectual property.

- Launched Social Network Roadmap methodology to advise clients on full life cycle adoption while mitigating risk: conduct executive workshops, Web 2.0 ecosystem audits, readiness assessments; co-create strategy and tactics to engage social media-enabled stakeholders and customers. Launch and scale social spaces (i.e. LinkedIn, Twitter, Facebook, blogs, white label..).
- Launched Executive's Guide to Web 2.0 services to address platforms (LinkedIn, Facebook, Twitter, blogging...) for B2B/B2C/B2E-focused innovation in business development, customer service, public relations, marketing, product development, R&D and recruiting.
- Launched targeted offerings: Web 2.0 Disaster Recovery and Web 2.0 Brand Management.

Editor in Chief, the Global Human Capital Journal, Chicago, IL (2005-present)

Founded online journal for CEOs, CMOs and CIOs focused on strategic opportunities and threats posed by disruptive market phenomena. Research, write and edit analyst-quality articles on P2P globalization (social networks), Web 2.0, customer empowerment, enterprise innovation, Transourcing™, economic development and globalization/China/India.

- Invited by IBM to help break story on Enterprise Adaptability (social networking Practice launch.
- Selected by IDC, Forrester, Digital Hollywood and the Executives' Club of Chicago for coverage.
- Have built global readership; articles republished in various strategy-oriented venues globally.
- Article on IBM Enterprise Adaptability Practice selected for university textbook on IBM business strategy, for publication in fall 2008.

Vice President, Marketing & Alliances, nVISIA, LLC, Chicago, IL (2002-2006)

Directed marketing strategy for enterprise software consultancy, reporting to CEO. Client-facing roles in CIO/CTO business development: emceed numerous executive events, and organized in-depth case

studies featuring software and business transformation with SOA and Web services. Worked closely with alliance partners' marketing and business development teams (IBM, Rational, AT&T, GrandCentral).

- Directed multi-firm proposal team that won largest engagement in Firm's 14-year history.
- Created breakthrough marketing strategy in which engaged Fortune 1000 CIOs in thought leadership activities, winning unprecedented access for the Firm.
- Implemented business development transformation, and realigned go-to-market approach with maturation of enterprise software consulting market.
- Designed adoption model and methodology for enterprise service-oriented architecture.

Principal, Corporate Strategy, PricewaterhouseCoopers LLP, Chicago, IL (1998-2001)

As first Midwest e-business and knowledge principal, served as SME on auto, CPG and energy engagements that defined Firm's e-business transformation point of view and positioned for penetration for e-business work. Led global internal engagements to build Firm's knowledge capability, and delivered training for professional staff. Co-launched B2B Accelerator: advised startups on industry transformation business strategies, and pioneered models for delivering services. Created alliances with VCs, law firms, PR agencies and recruiters. Collaborated with thinktanks such as Digital4sight.

- Mentored Auto COE on Internet impact on auto industry on breakthrough e-commerce strategy for GM that established Firm e-business competency and resulted in millions in billings.
- Pioneered initial e-business/knowledge strategy services framework, and authored white papers that made e-business actionable for consultants worldwide.
- Led global KM project for IT Strategy practice that helped to integrate theaters worldwide.

Principal, Christopher S. Rollyson & Associates, Chicago, IL (1998)

Advised CEO and CTO of market-leading insurance software company on moving product line from COBOL to Java architecture. Challenged prevailing view that Java would just "put a web front end" on existing COBOL product, and showed that the new architecture would enable the client to transform the company due to enhanced software life cycle performance and increased customer focus.

- New architecture instrumental in tripling the stock price and subsequent sale of the company.

Marketing Director, High Technology, KPMG LLP, Chicago, IL (1997-1998)

Instrumental in rollout of new Firm go-to-market strategy. Created marketing strategy for audit, tax and consulting practices in 12-state area. Led sales/strategic planning for Tier 1 clients, and directed large proposal efforts. Managed communications, event marketing and alliances with law firms, government agencies and VCs. Liaised with numerous teams and Firm partners in matrixed environment, problem solving with Area and national practices and marketing groups.

- Pioneered KM-focused intranet that transformed marketing and impacted revenue and costs.
- Managed and enhanced Illinois High Tech Awards, a complex executive-focused awards program that produced millions in billings. Client facing for business development.
- Led High Technology's transition to shared services model for marketing support.

Head of Marketing, MBSI/STR, Chicago, IL (1995-1997)

Directed marketing strategy for \$45 million systems integration firm with F1000 clients and 5 business units. Built marketing function, directing sales teams, event calendar, website and collateral. Innovated intranet to share business development information and enhance collaboration among business units to drive cross selling. Coordinated proposal teams on major efforts.

- Created/implemented alliance strategy that enabled Sun to execute its aggressive Java launch in 1996; articulated CIO value proposition of Java/pervasive networked computing.
- Launched corporate Internet business unit, conducting due diligence and creating marketing plan.

Principal Consultant, Rollyson and Associates, Chicago, IL (1991-1995)

Developed marcom programs for businesses and individuals, utilizing research, resource optimization and TQM tools. Designed strategies, processes, websites and collateral for clients.

- For major client, helped to launch telecoms reseller as marketing director; trained sales staff.
- Launched Firm upon Chapter 11 of former employer, the largest human capital management firm in the U.S. As manager, had built a Top 10 office by innovating a new service line.

Former experience as interpreter/business assistant in Czechoslovakia, France, Italy, UK.

EDUCATION

University of Chicago Graduate School of Business, Illinois, Corporate Strategy, 2000

University of Chicago Graduate School of Business, Illinois, Economics, 1989-1990

Volkshochschule Tiergarten, (West) Berlin, Germany, 1985

Université de Clermont-Ferrand, France, 1980-1981 and 1984

Kalamazoo College, Kalamazoo, Michigan, B.A. History, 1982

Liceo Americano d'Aviano, Aviano, Italy, 1974-1977

SELECT PUBLICATIONS AND PRESENTATIONS

Web 2.0 Investment Strategy: Outperform Rivals by Using Adoption Cycle, 2009

Debunking Uninformed Media Coverage of Social Networks, 2009

Countering Social Networks' Unique Challenges with the Relationship Life Cycle, 2009

Realizing Value from Social Networks: A Life Cycle Model, 2009

Predictions and Recommendations for Web 2.0 and Social Networks, 2009

Creating Strategic and Tactical Value with Enterprise (Social) Networks, 2008

IBM Drives Enterprise Adoption of Social Networks with New Enterprise Adaptability, 2008

The U.S. Healthcare System: Can this Patient Be Saved?, 2008

India Trade Minister Draws Chicago-India Transformation Parallels, 2008

Web 2.0's Impact on 2008 U.S. Presidential Election, 2008

2007 Year in Review: Slow Boil Overture to Pervasive Social Transformation, 2008

Innovation Defines New CIO Role at Networked Economy 2.0 Conference, 2007

Will China's Rise lead to an Environmental Catastrophe?, 2007

Caterpillar CEO Pitches Free Trade Gauntlet to Business Leaders, 2007

Forrester Consumer Forum 2007: Web 2.0 Poised to Cross Chasm in 2008, 2007

Web 2.0 and Enterprise 2.0 in Capital Markets, 2007

Point of View: Enterprise 2.0: Game-Changer for Investment Banks, 2007

User-Generated Media, Social Networks and Traditional Media, 2007

AT&T CEO Unveils Telecoms Vision at Convergence Conference, 2007

Working paper: How the Knowledge Economy Will Transform Markets, 2006

Point of View: Transourcing™ Will Transform the Enterprise and Drive the Emergence of a Global Human Capital Market, 2006

Outsourcing, the IT of 2005-2015, the Technology Executives Club Journal, December 7, 2005

Service-oriented Architecture for the Enterprise: A Roadmap, 2004
Driving Investments in Enterprise Adaptiveness with Business-critical Initiatives, 2004
Changing the Economics of Enterprise Software Development, 2003
The Electronic Communications Revolution: View from 2001, August 2001
E-Business Strategy for Global Enterprises, 2000
E-Business Market Development: the Rise of the Extended Enterprise, 1999
Exploring the Communications Economics of Electronic Communities, 1999
Using E-Business Strategies to Drive Value Chain Transformation, 1999
Using Websites to Create Electronic Enterprises that Transform Customer Relationships, 1999
The E-Business Adoption Curve: Unlocking the Real Value of E-Commerce, Creating an Integrated Electronic Enterprise, 1999
Using Knowledge Strategy to Drive Intranet, Extranet and Website Development, 1998

SELECT PRESENTATIONS AND MEDIA APPEARANCES

Moderator, Enterprise Social Networking Case Studies from Dior, PricewaterhouseCoopers and Imperial College London, Social Networking Conference London, 2009
Speaker, Web 2.0 Investment Strategy, the University of Chicago Booth, 2009
Moderator, Enterprise Social Networking Case Studies from Allstate, Alcatel-Lucent and Experian, PanIT, 2009
Speaker, Personalizing and Scaling Innovation with Social Networks, the Business Innovation Conference, 2009
Speaker, Using LinkedIn to Accelerate Cross-Border Business, Swedish-American Chamber of Commerce, 2009
Speaker, How Social Networks Are Growing in Healthcare, Social Networking Conference Miami, 2009
Guest, Web 2.0 and Social Networks for the Enterprise, Technology Access TV19, 2008
Guest, the Social Network Roadmap for the Enterprise, Webmaster Radio, 2008
Speaker, Enterprise Web 2.0, American Marketing Association Annual Kickoff, 2008
Speaker, Using Web 2.0 Tools to Advance Your Business, Association of Mergers & Acquisitions Advisors Annual Conference, 2008
Speaker, Changing the Game with Social Networking and Web 2.0, the American Marketing Association, 2008
Speaker, LinkedIn: Double Breakthrough for Executives, the Institute of Management Consultants, 2008
Speaker, Web 2.0 Means Marketing 2.0, Marketing Executives Networking Group, 2008
Speaker, Enterprise 2.0: Rare Opportunity for CIOs, the Association of IT Professionals, 2008
Panelist, Web 3.0, Financial Markets World Web 2.0 in Capital Markets Conference, 2007
Speaker, Outsourcing Outlook 2006: Current and Future State, Illinois IT Association, 2006
Emcee, Outsourcing update, The Technology Executives Club, December 7, 2005
Chairman, SOA, Web Services and Enterprise Architecture, the Technology Executives Club, September 21, 2005
Chairman, Trends in Corporate Web Services, the Technology Executives Club, April 22, 2004
Pocket Protectors Technology Report, broadcast on WCIU-TV and Web-FN (CNBC), April 2, 2002: Instant messaging, telecoms infrastructure start-ups; on-line search engines

Pocket Protectors Technology Report, broadcast on WCIU-TV and Web-FN (CNBC), March 12, 2002: High-speed wireless, e-mobility, cellular price wars and the Bush stimulus package

E-Business 2001: the Reality of the Network, French Trade Commission, March 7, 2001

Digitization, Standards and Disaggregating Organizations, the Midwest Academy of Management Conference, March 30, 2000

E-Business Market Development and Dynamics, DePaul University Kellstadt Graduate School of Business, October 28, 1999

More complete list: http://www.rollyson.net/about/news/speaking_public.html

OTHER

- Memberships: Chair, Online & Social Media SIG, Marketing Executives Networking Group; MIT Enterprise Forum; TechLeaders Association; Illinois Technology Association
- Appointments: Organizing Committee, Smartbet.org; Co-Founder, The KnockNOW Foundation; Advisory Board, The Technology Executives Club
- Languages: English: native - French: fluent - Italian: functional - German: conversational