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## SUMMARY

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Robert is a business executive with a strong IT background. He improves top and bottom line growth through strategic uses of technology. He has a great macro viewpoint, but also spends time with the underpinnings in order to make sound product/project decisions. His past experience in strategy, requirements analysis, online marketing, and PM roles gives him the ability to provide both product direction and to effectively execute for positive results.

Robert is a well established expert in Knowledge Management, Online Media, Collaboration, and Enterprise2.0

## HISTORY

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### **Social Media and Education Product consultant** – Cabin John, MD *2008 - Present*

Setting the strategy, building teams, and executing start-up plans for early stage businesses

- [School of One](#) – Product management consulting for new approach to k-12 education: generating curricula for each individual student on a daily basis. Written up in Time magazine as one of [50 best inventions of 2009](#)
- [Speaker Interactive](#) – Service helping to make professional speakers available through digital media
- [twebevent](#) – B2C product combining video streaming (live or recorded) with Twitter Chat
- [SpeakHub](#) – pre-funding startup designed as web2.0 hub for booking professional speakers

### **Washington Speakers Bureau – Director, Multimedia** – Alexandria, VA *2007 - 2008*

Turned around a start-up division (10 people) within an established company with \$25MM annual sales Responsible for planning, developing, and selling online products based around the ideas of globally famous speakers. Developed three products:

1. [Insights](#) – 3-5 minute video of speakers combined with related Poll and Idea Sharing application
2. [WebEvents](#) – live video/audio of speakers. Includes live interaction between speaker and audience
3. [OnlineLearning](#) – 1 hour long interactive web based learning courses based around speaker ideas

Drove corporate strategy, established product strategies, and forged new sales approaches and channels:

- Redirected the entire business from providing live speaker bookings for specific events towards speaker-driven business solutions before, during, and after the events.
- Developed new products to differentiate, increase revenue per event, and provide broader value to customers
- Re-directed WSB salespeople to propose broader solutions to clients – training, change management, process
- Developed partnerships to establish additional sales channels for the WSB product set

### **IBM Global Business Services – Senior Managing Consultant** – Bethesda, MD *2004 - 2007*

Directed enterprise portal consultants in support of workforce effectiveness improvement projects Experienced at developing partnerships in support of sales and project delivery. Led business development on a series of opportunities in the Education sector. Sold \$73MM in services. Considered an IBM expert on web2.0, collaboration, and portal. Ranked in top 10% for performance company-wide.

**Billable Work:** - Sold a \$68MM deal and led a team of 80 to develop a system (strategy and requirements) for [New York City Department of Education](#). The password protected Achievement Reporting and Innovation System (ARIS) enhances the learning environment for all 90,000 NYCDOE educators. ARIS presents educators, principals, and cross-school administrators with the right information to improve the way they work.

- Sold and led strategy and multiple implementation efforts for [Broward County Public Schools](#). The Workplace for Education provides an environment where school administrators, guidance counselors, and teachers can access information and applications appropriate to their role.
- Consulted with the [Metlife](#) CIO to prepare their organization to move from management of a disparate set of web pages to management of an organized enterprise portal. Work included building organizational structure, helping HR with job descriptions/hiring requirements, and building a change management strategy to support the transition.

**Knowledge Management Consultant** – based in Washington, DC*2002 - 2004*

Worked for both Plumtree Software and independently. Developed strategies for clients to initiate a portal program or improve upon an existing one. Efforts included: strategy, project management, governance, ROI, change management, process re-design, & requirements analysis

- Billable** - Managed a project to transition [AFLAC](#)'s unruly intranet into an organized portal. Also managed a project to move the content management for their internet site onto the portal's content management system
- Work:**
- Helped [Westinghouse](#) with portal strategy including where to focus resources, plans for growth, processes to ensure consistency, and financial planning
  - Advised [ITT Industries](#) Fluid Division on best approach for first portal implementation including project planning, roles required, and requirements areas to consider
  - Provided strategy and best practices to [AFLAC](#) on their initial portal deployment including community analysis, content analysis, taxonomy development, content migration, content management, and training.
  - Developed portal governance for the [Defense Financial Accounting Services](#) agency (DFAS) including vision, role definitions, process, communication plan, issue and project tracking
  - Directed [ExxonMobil](#)'s change management effort for their TEEM project to move significant content into the Documentum/Plumtree environment both for their existing public-facing and partner portal.
  - Led several elements of [ExxonMobil](#)'s LEDR project to re-format, translate, and provide global product data sheets into the existing portal environment: content analysis, business analysis, and change management including support planning, training plans, retirement plans, content loading plans, etc..

**Proxicom inc. - Director***1999 – 2002***Business Analysis Global Practice Lead** – Reston, VA*2001 – 2002*

Initiated attention to the need and contributed towards the corporate restructuring and skill building focus for the Strategy Group away from 'pure' strategy and towards business analysis. Responsible for guiding ~50 consultants who generated ~\$20M revenue in 2001. Provided subject matter expertise for projects and business development as well as direction-setting for the practice through community leadership, tool/methodology building, and individual development planning.

- Billable** - Directed the Change Management effort for [ExxonMobil](#)'s portal project including building/stewarding the
- Work:** governance model and developing support processes for post-development

**Director of UK Strategy** – London, England*2000 – 2001*

Started the Proxicom UK office. Led the integration of acquiree Clarity Ltd. (70 people). Ran the combined group of strategy consultants (12 people) including hiring, business development, methodology, mentorship, staff assignment, and direct oversight for all UK based Strategy projects. Created a methodology for and oversaw smooth transitions between pure strategy, business analysis, and technology implementation. Supported business development and billable projects in Europe (France, Germany, Switzerland, Holland)

- Billable** - Advised [ABN Amro](#) on their bank wide intranet portal
- Work:**
- Set direction and supervised requirements analysis for [Renault](#)'s re-designed interactive internet site
  - Developed the strategy and requirements gathering approach for a British startup Health eMarketplace
  - Developed high-level requirements for a UK bank [Cazenove](#)'s intranet
  - Developed requirements for [AstraZeneca](#) to manage information throughout the drug development process
- Managed Strategy consultants on these projects and others.

**Lead Consultant within Strategy** - Reston VA*1999 – 2000*

Primary relationship with client to develop project scope and requirements analysis documentation. Drove the development of the Proxicom methodology for delivering requirements analysis. Supported business development including meeting with clients to query RFP's and proposal writing.

- Billable** - Developed requirements for [Marriott.com](#)'s in-house online reservations (previously operated by an ASP)
- Work:**
- Created a unified process for the merged companies of [Merant Software](#) to manage information throughout the product development lifecycle
  - Developed requirements to a custom-built extranet for [The Advisory Board](#), a health industry think tank

**Apex Logic, Founder and Part Owner** – Sterling, VA

*Feb 1999 – April 1999*

- Responsible as **Director of Strategy** for business plan development, lead on client projects, positioning, business development. Sold ownership in order to join a company going public
- **Billable work:** National Electronics Warranty ([repairnow.com](http://repairnow.com)) and Jensen Tools.

**AT&T Solutions Systems Integration, Senior Associate** - Chantilly, VA

*1997 – 1999*

- Lead consultant for e-commerce application development projects.
- Gathered all business and functional requirements, designed database, and integrated with ASP pages as well as Microsoft Site Server 3.0 pipeline. Performed system, integration, and load tests.
- **Billable work:** Bestbuy.com Music, StanleyWorks, BestBuy ConfigureToOrder

**Accenture, Technology Group, Consultant** – New York, NY

*1995 – 1996*

- Ranked in top 5% of peer group and promoted within one year.
- St Paul Re: code-decode design/implementation, data conversion design, development, implementation

**Hospital of the Univ. of Pennsylvania, Independent Consultant** – Philadelphia, PA

*1991 – 1995*

- Improved processes through technology: Strategy, Requirements, Design, Development & Testing

**Valley Computer Services, Owner & Founder** – Wilmington, VT

*1988 – 1989*

- Customized software for building contractor clients to improve their back office efficiency.

**Also:** Real Estate Sales/Rentals, Mutual Fund Sales, Newspaper Reporter, Ski Instructor, Grouse Beater

**EDUCATION**

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Certified Knowledge Manager (CKM) by the Knowledge Management Institute

B.S.E. University of Pennsylvania - Computer Science, Philadelphia, PA  
High School Phillips Exeter Academy, Exeter NH

**ASSOCIATIONS**

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[KMers.org](http://KMers.org) – Founder & Board Chairman – 2009 to present

- Established concept, lined up resources, formed board of KM luminaries

**Meeting Planner International online** – Columnist – 2009 to present

- Writing monthly column on event technology called [Event Bytes](#)

**Knowledge Management Institute** – Leadership Team (Social Media Chair) – 2005 to present

- Established online video simulcasting of DC based meetings
- Developed innovative meeting concepts to meet member desire of combined learning and networking
- Personally present on knowledge management topics several times per year

**PERSONAL**

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Geographic preference inside the US is Washington DC area, but others will be considered. Extensive travel is not a problem. Willing to relocate internationally. Able to work in European Union without a visa.

**Interests:** Travel, Golf, Poker, Cycling, Sailing