

Media Kit

The Global Human Capital Journal addresses the global shift to the Knowledge Economy, which is marked by a profound change in how human beings related to each other and deliver value in their work. In the preceding Industrial Economy, products and services encapsulated the value of human work; in the Knowledge Economy, information produces the lion's share of value, and customer experience itself is the focus of commerce and government. Thanks to interactive digital communications, more collaboration among people of the world is possible than ever, and increased interaction will bring unprecedented surprise and opportunity, especially because the potential is great to "level the playing field." Obviously, these developments hold significant ramifications for business and organizational strategy.

Two Prongs of Enterprise Transformation and Innovation

We are primarily interested in two vectors of economic transformation: 1) strategically, how organizations can rejuvenate their relationships with customers and constituents by transforming how they think about "marketing" and innovation and 2) operationally, how organizations can build strong collaborative cultures and skills to engage the growing network of expertise that is emerging around the world. We examine the cultural and economic significance of global collaboration that is being powered by Web 2.0 and global sourcing, outsourcing and offshoring. We analyze how global sourcing and collaboration is transforming enterprise and government organizations as they transition from self-contained, closed entities to more networked, open organizations.

Channels and Topics

Beyond Sourcing

This channel covers several styles of "sourcing," including outsourcing and offshoring. We believe that outsourcing will become so pervasive that it will soon lose its identity as a distinct practice. Notably, we discuss many facets of using outsourcing to develop collaborative practices that are subsequently reused for marketing-oriented innovation.

China, India & Globalization

Our chief interest here is in exploring developments in new producers of global value—say in India, China or the Philippines—as well as the galvanization of their consumer markets. We write about cultural issues that impact cross-cultural collaborative teams and marketing initiatives.

Economy

Tackles macro-economic level issues as well as economic development, from the point of view of developing new consumer markets and producer knowledge capabilities.

Innovation/Web 2.0

Customers are increasingly collaborating among themselves via the Internet to share information about their experiences with products and services. This self-produced consumer information is beginning to rival the influence of producer-controlled information (advertising, promotions, brand building) to the extent that smart producers are creating collaborative strategies with consumers to build their brands.

Technology/Leaders

CIOs and CTOs have a pivotal role in helping global enterprises adapt to the shift to the Knowledge Economy because information technology is its infrastructure, and they have a strong grasp of innovation and leadership. We offer a strategic look at CIO and CTO issues as well as major technology developments such as enterprise software transformation and hardware, software and network virtualization.

The Enterprise

The transformation of the commercial enterprise and the government organization will be required as the transition to the Knowledge Economy progresses, and our analyses are usually enterprise-centric due to its influence in the market and its ability to execute strategy.

Point of View

We strongly feel that organizations will lose control of their destiny during the Knowledge Economy shift unless they understand and respond to the profound changes that customers will demand. Those that understand more quickly will have an unusual opportunity to increase their influence and profitability. The mission of The Global Human Capital Journal is to develop and share insights that will help leaders to appreciate the full potential of their opportunities and threats as well as the role that global human capital can play in economic transformation.

Track Record

Since 2005, the Global Human Capital Journal has been honored by invitations from numerous acclaimed organizations to cover events relevant to CEOs, CMOs and CIOs. They value our two-fold approach:

- We provide unvarnished reportage of remarks and interactions
- Separately, we give our analysis of the event and its significance to strategy for commercial and government organizations

Recent Coverage

IDC Outsourcing Forum Midwest, October 2006—Marked the shift in outsourcing away from a distinct practice toward a core operational competency... <http://tinyurl.com/6qxlzy>

The Executives' Club of Chicago Transatlantic Conference, November 2006—Featuring ambassadors from the U.S. and the E.U. as well as CEOs and a leading European Member of Parliament, this conference reflected the new player in "globalization": Asia... <http://tinyurl.com/5pl5rl>

Digital Hollywood at NxtComm, June 2007—Examined ramifications of network services and content convergence, which were in turn overshadowed by user-generated content... <http://tinyurl.com/5p6jd4>

Financial Markets World Enterprise 2.0 in Capital Markets Conference, September 2007—Explained how enterprise 2.0 was dawning on the capital markets industry... <http://tinyurl.com/67xakt>

The Forrester Consumer Forum, October 2007—Traced the wellspring of Web 2.0 and social networks and predicted a surge of B2B adoption in 2008... <http://tinyurl.com/ysegh7>

The Economist/WBEZ Live Debate, October 2007—Entitled "Will China's Rise Lead to an Environmental Catastrophe," this event nonetheless saw environmental issues eclipsed by politics... <http://tinyurl.com/yotgr8>

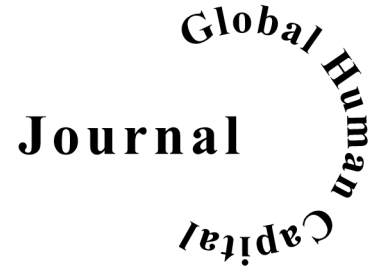
The Executives' Club of Chicago Healthcare Reform Summit, February 2008—Issued a prognosis of the unfolding U.S. healthcare crisis: critical care and extended convalescence... <http://tinyurl.com/4ezuug>

The Executives' Club of Chicago Honorary Luncheon for India's Minister of Commerce, February 2008—Delved into some of the political nuances of the U.S.-India relationship... <http://tinyurl.com/32hzkb>

IBM Enterprise Adaptability Practice Global Launch, March 2008—Selected by IBM to help launch their far-reaching enterprise social networking service offering... <http://tinyurl.com/6pensg>



Subscription Base



The Global Human Capital Journal has a diverse subscriber base, but our readers have in common that they are chief executives, chief marketing executives or chief technology executives—or they work closely with them. Our readers count on us to discover and decipher global business, cultural and economic trends that offer them opportunities to create uncommon value by evolving or transforming their businesses.

Readership

As an online publication, the Global Human Capital Journal has its own subscriber base, and it benefits from significant additional leverage from online references. Due to the executive audience, the Journal sends email digests of articles monthly, although some readers have instant subscriptions so they are contacted immediately when new articles are published.

Subscription Numbers

Since its launch in 2005, the Global Human Capital Journal has reached 48,000 subscribers, and we expect to surpass the 60,000 mark this year.

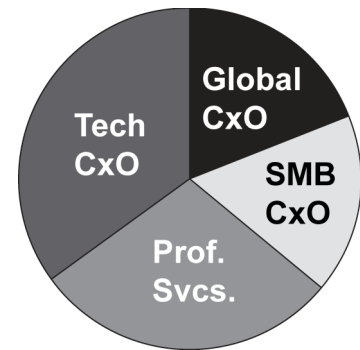
Subscriber Demographics

- CxOs of global enterprises—19%
- CxOs of SMBs—17%
- Professional services—29%
- Executives of hardware, software and networking firms—35%

Geographic Focus

The bulk of the Journal's subscribers are currently in North America, but our subscribers in Europe, Asia, South America and Africa are growing substantially. Growing subscribers in Asia Pacific and EMEA is a strategic goal.

- Americas—81%
- Europe, Middle East Africa—11%
- Asia Pacific—8%



Founder Biography

Christopher S. Rollyson

Christopher S. Rollyson is the founder of the Global Human Capital Journal and serves as its current Editor in Chief. He has been a visionary and pioneer in innovation and enterprise transformation for 20 years. As a management consultant and marketing executive at several Big Four and boutique firms, he has had a leading role in launching such game-changing offerings as: Java with Sun, e-business transformation with PwC Consulting, and SOA, Web services and architecture solutions with IBM and nVISIA.

He has a long history of professional writing and editing, and he has authored a book and numerous articles and papers. Many are available at <http://rollyson.net>



Formation

Rollyson served the chief executives of global enterprises and startups while a principal consultant at PricewaterhouseCoopers. As a recognized thought leader in e-business and corporate strategy, he launched a business transformation email newsletter in 1998, and it continued for several years. Throughout his career, he has authored numerous white papers and contributed to new service offerings and adoption models. He has organized and emceed CxO round tables. As a consultant and marketing executive, he has led global teams.

Practical Experience with Corporate Strategy

A founding principle of the Global Human Capital Journal is that it be primarily written by practitioners of corporate, marketing and technology strategy. Therefore, in addition to editing the Global Human Capital Journal, Chris advises global enterprises on corporate strategy along two axes:

- Consumer empowerment represents a rare set of opportunities and threats for global enterprises because Web 2.0 is giving individuals a powerful collective voice. This offering helps companies begin to collaborate directly with customers, improving competitiveness through front-of-the-house customer-facing innovation.
- Transourcing™ is a new evolutionary approach for back-of-the-house innovation. Its mission is to practice outsourcing to develop "Strategic Outsourcing Competencies" that maximize cost savings and are subsequently reused to engage partners for innovation to drive the top line.

Outlook

Having had visible roles in several adoption curves that presented elevated opportunities and threats for global enterprises, Chris strongly feels that the emergence of the global Knowledge Economy will be the most dynamic yet: globalization is rapidly taking place in the supply of knowledge services and in consumption (hence "Global Human Capital"). He has lived in four countries and speaks several languages.