

## **Christopher Rollyson Bolsters Knowledge Management Offering of PricewaterhouseCoopers' IT Strategy Consulting Practice**

(Chicago, Illinois, September 21, 1998) Today, Christopher S. Rollyson is pleased to announce that he has joined PricewaterhouseCoopers as a management consultant in the IT Strategy Consulting Practice, which consults on optimizing the strategic value of its clients' IT investments. Chris will work closely with partners and consultants in the national practice to provide the strategic knowledge management component to strategic IT engagements. He will lead knowledge management engagements, and he will have a key role in building out PwC's strategic knowledge management experience.

In this role, Chris will actively contribute to leading edge thought in knowledge management (KM) through conferences, publications and seminars. "I strongly feel that KM is an area that holds promise for realizing significant business value from web applications, which has thus far proven somewhat elusive across many industries," he commented.

An independent management consultant immediately prior to joining PwC, Chris pursued several KM-oriented activities such as: strategic KM engagements for technology-oriented clients; a market assessment in which he found a robust demand for KM expertise; and the research and publication of a white paper on a strategic approach to KM.

Since 1994, Chris has designed and built web applications to modernize organizational processes, with an emphasis on strategic alliances, marketing and communications. As a manager in KPMG Peat Marwick's ICE (high technology) practice, he led the development of the Midwest area's marketing planning and execution, and he pioneered a web-based approach to knowledge systems and communications. Prior to that, Chris held several marketing and consulting positions for technology consulting and professional services firms, most notably at Strategic Technology Resources, a Java and object-oriented technology consultancy of national renown.

Chris has done graduate work in economics at the University of Chicago and took his undergraduate degree from Kalamazoo College. While in Europe, he studied at Die Freie Universität Berlin in (then West) Berlin, L'Université de Clermont-Ferrand in France, and Il Liceo Americano d'Aviano in Italy.

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