

CSRA Signs Web-readying Software Firm in Strategy Gig

(Chicago, Illinois, June 18, 1998) Christopher S. Rollyson announced the kickoff of a new strategy and knowledge management (KM) engagement with a leading software company today from his office. Chris will advise the executive management team on the feasibility of upgrading its software from a COBOL architecture to an Internet/Java paradigm.

"This client is very excited about the prospect of upgrading their technology platform. If the transformation is recommended and pursued, it could hold tremendous promise to bring efficiencies to their business, something from which their clients could benefit significantly," he commented. Following the feasibility study and recommendation, Chris will advise the client on how to implement changes to achieve the desired result.

Christopher S. Rollyson has been using the Internet for business since 1994, when he built his first websites for small business clients. Having worked in a strategic marketing role for global and boutique technology consultancies since 1995, Chris has pioneered web-based solutions to modernize knowledge and 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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