

## Bios - Christopher S. Rollyson

### 400 Words

Christopher S. Rollyson has been a marketing and technology pioneer for over twenty years. As a consultant and marketing executive, he has had a leading role in launching such game-changers as: Java with Sun, e-business strategy with PwC Consulting, and SOA, Web services and architecture solutions with nVISIA and IBM. He currently works with global companies and agencies to use disruptive technology for innovation. He launched the Social Network Roadmap and the Executive's Guide to LinkedIn in 2008 to enable aggressive adoption of Web 2.0 while mitigating risk. He guides clients on using social networks, blogs, wikis, RSS, social tagging, YouTube and others for stakeholder engagement and process innovation. In 2005, he founded The Global Human Capital Journal, a strategy journal for CEOs, CMOs and CIOs that analyzes social and economic transformation. He writes several other blogs and microblogs.

Formerly Vice President of Marketing at nVISIA, he developed a breakthrough executive marketing program to drive the value of software transformation through service-oriented architecture and Web services, and he managed alliances with IBM, Rational, BEA, Sun and GrandCentral. Previously a subject matter expert for e-business and knowledge strategy PricewaterhouseCoopers' MCS Strategic Change practice, Mr. Rollyson was instrumental in developing and bringing e-business thought leadership to clients in automotive, software, telecoms, consumer electronics, chemicals and petroleum industries. His focus was both on helping global enterprises to use e-business strategies to transform themselves and on advising leaders of e-business start-up companies on business strategy. One of the firm's e-business pioneers, he developed several original models and services frameworks for e-business strategy consulting. He helped to lead PwC's venturing efforts by co-launching the B2B Accelerator, innovating alliances with startups, and consulting to entrepreneurs on their business strategies.

Prior to PwC, Mr. Rollyson was marketing director of KPMG's Midwest High Technology practice, where he directed marketing strategy for offices in twelve states, pioneered a new knowledge strategy and focused the delivery of consulting, audit and tax services to high technology clients. Previously at a leading edge Java consultancy, he built the knowledge and marketing infrastructure to drive the firm's expansion and played a key role in co-launching Java via marketing alliances with Sun and Netscape. Mr. Rollyson has done graduate work in strategy and economics at the University of Chicago. He earned his undergraduate degree from Kalamazoo College. He has lived and worked in France, Italy, Germany, the Czech Republic, the U.K., Spain and the U.S.

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Formerly Vice President of Marketing at nVISIA, he developed a breakthrough executive marketing program to drive the value of software transformation through service-oriented architecture and Web services, and he managed the alliance with IBM. Previously a subject matter expert for e-business and knowledge strategy in PricewaterhouseCoopers/Strategic Change, Mr. Rollyson advised enterprise clients in automotive, software, telecoms, consumer electronics, chemicals and petroleum industries on

using e-business to transform themselves as well as start-ups on business strategy. He developed original e-business models and services frameworks.

Prior to PwC, Mr. Rollyson directed marketing strategy and pioneered a new digital knowledge strategy for KPMG's Midwest High Technology practice. Previously at a leading edge Java consultancy, he built the knowledge and marketing infrastructure to drive the firm's expansion and played a key role in co-launching Java via marketing alliances with Sun and Netscape. Mr. Rollyson has done graduate work in strategy and economics at the University of Chicago. He earned his undergraduate degree from Kalamazoo College. He has lived and worked in France, Italy, Germany, the Czech Republic, the U.K., Spain and the U.S.

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Previously a subject matter expert for e-business and knowledge strategy in PricewaterhouseCoopers Strategic Change, Mr. Rollyson advised enterprise clients in automotive, software, telecoms, consumer electronics, chemicals and petroleum industries on using e-business to transform themselves as well as start-ups on business strategy. Prior a marketing executive at KPMG, he transformed marketing for a twelve-state area with a digital knowledge strategy. Mr. Rollyson has done graduate work in strategy and economics at the University of Chicago. He has lived and worked in France, Italy, Germany, the Czech Republic, the U.K., Spain and the U.S.

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Christopher S. Rollyson has been a marketing and technology pioneer for over twenty years. As a management consultant and marketing executive, he has had a leading role in launching such game-changing offerings as: Java with Sun, e-business transformation with PricewaterhouseCoopers Consulting, and SOA, Web services and architecture solutions with nVISIA and IBM.

Currently Managing Director of CSRA, he has a national reputation for his knowledge of Web 2.0 and social networks. Last year, CSRA released the Social Network Roadmap, a methodology that helps enterprises adopt social networks more aggressively by mitigating risk. In 2008, CSRA debuted the Executive's Guide to LinkedIn, which helps companies to apply LinkedIn to their business processes, and it launched the Executive's Guide to Facebook and the Executive's Guide to Twitter in 2009 to help clients use major platforms for Enterprise Process Innovation.

Previously at PricewaterhouseCoopers, he advised clients in many industries on transforming themselves with e-business during Web 1.0. Before that a marketing executive at KPMG, he transformed marketing for a twelve-state area with a digital knowledge strategy. Mr. Rollyson has done graduate work in strategy and economics at the University of Chicago. He has lived and worked in France, Italy, Germany, the Czech Republic, the U.K., Spain and the U.S.

## **140 Words**

Christopher S. Rollyson has guided executives on using disruptive technology to transform business for over 20 years. As a management consultant, he has advised Fortune 100 companies on how to assess, pilot and scale their use of the Internet, service-oriented architecture, Web 2.0 and social networks—and

he has pioneered the use of these technologies as a marketing executive. Currently Managing Director of CSRA, he has a global reputation for his knowledge of Web 2.0 and social networks and speaks at conferences worldwide. Last year, CSRA released the Social Network Roadmap, a methodology that helps enterprises adopt social networks more aggressively by mitigating risk. In 2008, CSRA debuted the Executive's Guide to Web 2.0, which helps companies to apply LinkedIn, Twitter, Blogging and Facebook to their business processes, for Enterprise Process Innovation.

#### **45 Words**

Christopher Rollyson is the Founder of the Executive's Guide to Web 2.0, which uses management consulting methodologies to apply LinkedIn, Facebook and Twitter to business processes. He has over 20 years' experience with PricewaterhouseCoopers Management Consulting Services, KPMG, and numerous specialist firms and business ventures.