
SUMMARY

eCommunications analyst and consultant with an entrepreneurial focus on business alignment

CORE COMPETENCIES

- Exceptional research and analytical skills—ability to assimilate and interpret various sources of information quickly, recognize patterns and draw conclusions.
- Strong managerial skills, with emphasis on global, matrix-reporting structures.
- Articulate cross-competency writer. Intuitive interpersonal and group communication skills.
- Adept in program development and management.

EXPERIENCE

Grey Consulting

Kent Lakes, NY

Founder, Principal Analyst

2005–present

Built boutique research, advisory and consulting firm, which focuses on the business and technology of e-communications and social media. Services include on-site consulting, advisory and research, project management and marketing. Clients include Akonix, Cisco, Credit Suisse, Deloitte, Deerfield, EMC, GeM Solution, Iroquois Gas Transmission Systems, JupiterEvents, Mirapoint, Symantec, X1 Technologies and ZDNet. Recent engagements:

Iroquois Gas Transmission Systems, Shelton, CT (Feb 2010–present)

Conducting due diligence gap analysis of current e-communications technology and business culture. Deliverable will be a five-year roadmap, to be initiated with the implementation of a “next gen” e-communications platform.

Credit Suisse, New York, NY (Sep–Dec 2009)

Researched and documented internal and financial services instant messaging systems used by the bank, with an emphasis on global records management. Gap analysis and recommendations on exposure mitigation was at the core of this consulting engagement.

Gartner, Inc.

Stamford, CT

Research Director (2000 – 2005)

1996–2005

Lead analyst on electronic messaging. Coverage included outsourcing, compliance, data security and privacy, email archiving, records management and instant messaging. Deliverables included qualitative research, enterprise and vendor consulting and conference presentations.

- Developed model to quantify the operational cost of an enterprise email system—continues to generate average annual revenue of \$500,000 for Gartner Consulting.
- Partnered with Sales to deliver advisory services to prospects and renewals—won an average of ten significant new clients, renewals or up sells per quarter.

Maurene Caplan Grey

Gartner continued

Project Leader (1999–2000)

IT project leader for Gartner's CRM implementation.

- Glued relationship between internal cross-functional teams and external consultants—scoping requests aligned to budget and resources; deadlines were met.

Director, Business Services & Support (1998–1999)

Led desktop services, help desk, break/fix, electronic messaging and asset management.

- Built cohesion across disparate groups, which had been operating in silos—morale improved.
- Streamlined departmental workflow—50% improvement in work order completion time.

Director, Electronic Messaging (1996–1998)

Operations and business accountability for global messaging systems with \$3M budget.

- Consolidated five email systems on three operating systems and two calendaring systems onto one unified platform—reduced capital expenses.
- Restructured localized, autonomous operations into a centrally managed, shared-services model—reduced capital expenses.

United Parcel Service

Mahwah, NJ

Manager, Electronic Messaging

1990–1996

Direct operations and business accountability for global messaging systems.

INDUSTRY INVOLVEMENT

- Keynote speaker, *Collaboration and Records Management* (NVA chapter ARMA, 2009)
 - First-round judge for the 2009, 2008 and 2007 CODiE awards (produced by the SIIA)
 - Listed in *100 best analyst bloggers 2009*, 2008 and 2007 and *300 best analyst twitters 2008* and 2009 (published by Technobabble 2.0)
 - Contributing author *Collaborative Environment Workplace Issues* (ARMA, 2007)
 - Research fellow and advisory board member, Society for New Communications Research, (2006-2007)
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EDUCATION

- BA, summa cum laude, communications, University of Pittsburgh
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COMMUNITY AFFILIATIONS

- Westchester Networking Organization, founding member
- Rivertown Networkers, advisory board member