

Christopher S. Rollyson

Christopher S. Rollyson has been a marketing and technology pioneer for over twenty years, with distinction in corporate strategy and innovation. 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.



Currently he works with global companies and government agencies to use disruptive technology for innovation. After two years of research, 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 advises clients on using social networks like LinkedIn, Facebook, Twitter and MySpace for process innovation and customer engagement as well as blogs, wikis, RSS, social tagging, YouTube and others. 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 & Alliances at nVISIA, he developed executive marketing programs and the Enterprise Service-Oriented Architecture Roadmap to drive the value of software evolution through SOA, Web services and enterprise architecture, working with **IBM**, **Rational** and **GrandCentral**. Previously a subject matter expert for e-business and knowledge strategy at **PricewaterhouseCoopers'** 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 evolve themselves and on advising leaders of e-business start-up companies to reinvent industries through innovation. One of the firm's e-business pioneers, he helped build out the firm's E-Business Adoption Curve and developed several original models and services frameworks for e-business strategy consulting and played a key role in educating fellow strategy consultants on e-business and IT strategy. He helped to lead PwC's venturing efforts by co-launching the B2B Accelerator, innovating alliances with startups, inventing a go to market model for strategic alliances and consulting to entrepreneurs on their business strategies. He was a co-founder of The KnockNow Foundation, which formed networks between technology innovation start-ups and global enterprises.

Prior to PwC, Mr. Rollyson was marketing director of **KPMG's** Midwest High Technology practice, where he built one of the firm's first intranets to transform the marketing organization to a real-time team. He directed marketing strategy for offices in twelve states, pioneered a new digital knowledge strategy and focused the delivery of consulting, audit and tax services to high technology clients. Previously at **Strategic Technology Resources**, a leading edge OOT and Java consultancy, he was pivotal in building 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**. Prior to that, he launched and built profitable marketing and human capital consulting businesses as an entrepreneur.

Mr. Rollyson has done graduate work in corporate strategy and economics at the **University of Chicago** as well as **Die Freie Universität Berlin** and **L'Université de Clermont-Ferrand** in France. He took his undergraduate degree from Kalamazoo College. He may be found tearing up and down Chicago's lakefront path, near which he lives with his wife and daughter.