

Mitchell I. Weisberg

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Summary Capabilities:

- Global Practice Leader with premier strategy and technology consulting firms leading complex operational, technology and strategic initiatives delivering consulting, training, and mentoring over 250 of the Fortune 500, Global 2000, and small/medium businesses
- Business Strategy Execution, Management/measurement, Transformation in domestic and international organizations;
- Expertise: Strategy Execution, Entrepreneurship, Innovation, Balanced Scorecard, Transformational use of Information Technology, Organizational Behavior, Change Management, and Marketing
- Experienced Transformation Leader – Over 30 years leading internal and external teams bringing innovation, methodologies, and technology to apply metrics/data driven change to produce cross-organizational collaboration, greater alignment to corporate strategy and greater profitability
- Experienced Educator – Over 15 years delivering education and training to students, executives, and professionals in university and commercial settings – classroom, hybrid, and online – Strategy, Innovation, Transformation, Management of Change, Business Disruption

EXPERIENCE

Lumen, Inc., Raleigh, NC

2009 – Present

Managing Director and Principal Consultant

1995 – 2006

Strategic Business Management Consulting: Business Transformation, Performance Metrics (e.g. Balanced Scorecard), Process Optimization/Redesign, Operational Excellence, Collaboration, Change Management, IT Strategy, Informatics, & Strategy Execution. US & international markets; Health Care, Manufacturing, Financial Services, and Services as primary verticals

Responsibilities: Global executive advisor and management consultant in US, Europe, Asia, Middle East, & Latin America markets, business growth and sales, client management and project delivery

- Conducted strategy execution, process optimization & performance metrics in over 280 engagements to Health & Life Sciences, Energy, Oil/Gas, Manufacturing, Financial Services, Communications, Media & Service industry clients
- Aligned performance metrics between multiple business units in clients to create effective, proactive collaboration and R&D synergies delivering organizational efficiency and greater speed to market
- Led strategy execution and Balanced Scorecard engagements for over 120 clients, including integration into business unit and individual scorecards and dashboards with demonstrated ROI
- Led over 2400 professionals in coaching/training programs on strategy execution and Balanced Scorecard
- Developed and led the organizational rollout of the performance metrics to produce cross-organizational collaboration and greater alignment to corporate strategy
- Collaborated with client chairman and CEO to orient the organization to entrepreneurial operations
- Advised executive management on organizational redesign, business transformation, and regulatory issues
- Addressed performance improvement methodology, successes and action-plans at international conferences
- Mentored start-up companies and entrepreneurs through Massachusetts Biotech Initiative
- Conducted training in consulting methodology for partners and senior managers of major consulting firm for over 3 years
- Developed and deployed Organizational Performance Improvement Assessment and Roadmap methodology and database for Manufacturing, Services and Pharmaceutical companies
- Develop new business, extend existing engagements for increased revenue, margin and profit
- Conduct Change Management for multi-national and domestic companies. Developed or customized methodology to clients, train and delivered sessions in public and custom/in-house venues
- Hire, maintain, mentor/train and terminate staff and contractor workers

Sample clients include: Amgen, Pfizer, Lilly, AstraZeneca, Chiron Diagnostics, Exxon, Chevron, Devon Energy, BP, Conoco/Philips, Statoil, Tesoro Refinery, Woodside Offshore Petroleum, Linde Group, AkzoNobel, HP, MLC

Insurance, Westpac Bank, NSTAR, BlueCross/BlueShield, AkzoNobel, Cognos, Fujitsu, KPMG, Verizon, Maxis Telecommunications (Malaysia), VALE (CVRD- Brazil), Sultan Qaboos University Hospital, City of Watertown, Government in UAE, Africa Union

Balanced Scorecard Institute, Cary, NC

2013 – 2014

Director International Business

Business Management Consulting, Training, and Thought Leadership on Performance Management and Balanced Scorecard: Business Strategy Execution; Performance Optimization: Metrics, and Analytics; Innovation, Management of Change and Collaboration. Focused on Healthcare, Financial, and Energy as primary verticals. Manage International Business Affiliates in Africa, Australia, South America, Europe and Asia. Profit, Government, and Non-profit Sectors.

- Identified, developed, managed, and supported 8 international affiliates and partners
- Conducted 6 training in George Washington University Certificate program in Balanced Scorecard – basic and advanced courses. Classroom lecture, workshop and discussion format.
- Conducted consulting engagements in application of Balanced Scorecard and effective organizational strategy execution, organizational alignment and high performance business
- Managed and collaborated with 40 global network of partners and affiliates through video, remote WebEx conferencing, and visits to efficiently leverage remote resources
- Demonstrated thought leadership through writing and speaking engagements

Robbins-Gioia, LLC, Alexandria, VA

2011 – 2013

Managing Director of Corporate Performance Optimization (CPO) Practice and concurrently ***Managing Director of Applied Strategic Management Institute (ASMI)***

Business Management Consulting and Thought Leadership: Business Transformation and Strategy Execution; Performance Optimization: Metrics (e.g. Balanced Scorecard), Process Redesign, and Operational Excellence; Informatics and Analytics; Innovation, Change Management, and Collaboration. Focused on Financial, Energy, Healthcare, and Government Services as primary verticals. Concurrently (ASMI) Identified Emerging Business Issues for Research and Training.

- Led the strategic planning for the Robbins-Gioia executive team and provided visionary leadership to internal organization to galvanize transformation and growth
- Led CPO consulting practice management, including development, deployment and management of methodologies and competencies in CPO
- Provided Robbins-Gioia's expertise and industry thought leadership in CPM/CPO by demonstrating high levels of technical and professional knowledge in conference presentations, white papers, journal publications, webinars, seminars and media presence
- Led the development of a software product to support strategic consulting and performance management
- Built, developed, and maintained long term relationships around organizational transformation and performance optimization with clients at the C suite/senior executive level in both the private and public sectors
- Led multi-client research projects, profession development curriculum, and training programs engaging sponsors, researchers, and clients to develop practical approaches to emerging and ongoing business challenges and opportunities
- Managed/coordinated 10 staff and over 20 contractors to develop and deliver consulting programs

Managing Director of Applied Strategic Management Institute (ASMI)

- Managed national seminars and conferences for government and private industry
- Developed profession development curriculum, training programs and applied research for industry and government markets
- Managed 8 staff and over 10 contractors to deliver professional training and development programs
- Led multi-client research projects, engaging sponsors, researchers, and clients to develop practical approaches to emerging and ongoing business challenges and opportunities
- Hired, developed, maintained and managed practice staff

SKEMA Business School, Raleigh, NC

2016 – Present

Adjunct Professor – Corporate Governance & Strategic Management

French business school, accredited in Europe and USA, with campuses in France, Brazil, China, and US. Classroom course design, management and delivery for undergraduate and international students

- Faculty member delivering course in Corporate Governance to 2 to 4 classes per year, 60 students per class
- Teach Seminars in Balanced Scorecard for Strategy Execution

- ▣ Collaborate with faculty and department on curriculum development
- ▣ Design course, case studies, instruct and evaluate students in Master's Degree program
- ▣ Consistently receive outstanding student evaluations

Northeastern University, Boston, MA

2011 – Present

Lecturer – Strategic Management of Healthcare

Online course design, management and delivery for graduate and professional students

- ▣ Lecturer delivering online course in Strategic Management of Healthcare 2 to 3 classes per year
- ▣ Collaborate with faculty and department on strategic management and healthcare curriculum development
- ▣ Certificate in Online Teaching
- ▣ Consistently receive outstanding student evaluations

University of Massachusetts, Department of Health & Sustainability, Lowell, MA

2010 – 2011

Faculty and Consultant in Health Informatics

- ▣ Developing new curriculum in Health Informatics and Healthcare Information Systems
- ▣ Focus on transformation of Health and Life Sciences (incl. pharmaceutical) industries driven by information management, regulation and information technology (e.g. EHR)
- ▣ Lecturer in IT and Healthcare – graduate and undergraduate courses
- ▣ Consistently received outstanding student evaluations

HP (Hewlett Packard), Boston, MA (Cupertino, CA)

2006 – 2008

Global Practice Lead for Business Performance Management; BI Practice

Executive Business Advisor for clients and HP customers; Business Development and Thought leadership; Growth and management of global Business Process Management practice. Engagement leader for BI implementations;

- ▣ Launched and grew new horizontal practice in Performance Management – engaging sales force, information infrastructure, mobilizing global resources and client executives
- ▣ Led change management for large multinational operational and technology (e.g. Business Intelligence, Data Warehouse) engagements. Incorporated change management into client processes and advised client executives on role/responsibility. (e.g. Brazil, Malaysia and Canada)
- ▣ Extended Business Intelligence (BI) initiatives with analytics and data to drive clients to proactive, fact-based decisions.
- ▣ Curated and coordinated global centers of excellence with over 40 people in US, Italy, and New Zealand; centralized intellectual property into SharePoint and created a global performance management professional community serving multinational clients (US, Asia, Latin America, Europe)
- ▣ Co-led Life Sciences Practice; responsible for business development, client advisory and delivery in Pharmaceutical/biotech, healthcare delivery, payer and medical devices markets
- ▣ Developed new business and extended existing engagements for increased revenue, margin and profit; led to multi-million dollar sales and RFP responses in industry and government
- ▣ Designed and executed the organizational rollout of the Balanced Scorecard methodology to HP sales force (performance metrics to produce strategy alignment and improved profit in clients)
- ▣ Frequent speaker at HP Executive Center, international conferences, and webinars on Thought Leadership performance optimization and metrics

Suffolk University, Boston, MA

2005 – 2011

Faculty and Fellow- Center for Innovation and Change Management, Strategy and International Business

- ▣ Research in technology disruption in industry, innovation, entrepreneurship and strategy execution – received funding from CourseSmart, Pearson, McGraw-Hill, Cengage, and Entourage Edge.
- ▣ One of 15 academics selected by Pearson Publishing to participate in Strategic Offsite on Future of Textbook Publishing
- ▣ Judged entrepreneur business plan competitions
- ▣ Collaborated with faculty and department chairs on healthcare curriculum development
- ▣ Committee member for healthcare annual conference on healthcare research and innovation
- ▣ Lecturer in Strategic Management capstone class and Performance Management (Balanced Scorecard) Honors class

PC-ofMind (“Peace of Mind”), Weston, MA

2004 - 2006

Founder and President. Computing Services, Sales and Support; Managed professionals providing technical services and support on a contractual basis to small businesses and multi-computer offices (SOHO market).

- Hired, managed, trained, and deployed 16 technicians and support staff; Sales/marketing.
- Conducted training seminars in public sector on computer security, risks and hazards.
- Provided SMB thought leadership at national conferences for small technology businesses
- Reseller agreements with: HP, Dell, Toshiba, Cisco, Lexmark, Canon, Samsung, Sony, Others.

Watson Wyatt Worldwide, Wellesley MA

2001-2002

Senior Business and Technology Leader, Practice Lead eHR. Human Resources/Information Technology. Consulting and Business Development in Strategy, Technology and Human Capital.

- Developed and Led firm practice initiating HR Portal Strategy (HR Self Service) with Internet technology in the B2E environment.
- Focused on IT driven HR Transformation and Portal solutions for improved human capital management and linking employee performance to business strategy.

BayPar.com Inc., Houston, TX

1999 to 2001

Co-Founder, President and CEO

Software for business-to-business (B2B) supply chain e-procurement start-up. Developed and grew business, established partnerships, developed and expanded investor relationships, and managed P/L.

- Provided oversight and direction for technical and software development
- Collaborated with software and hardware companies globally on software/product design and execution.
- Negotiated contracts and established relationships with offshore (India) and domestic software development partners and service providers, and managed relationships (e.g. Fujitsu, Satyam, Microsoft, TIBCO)
- Developed and managed channel relationships for sales, service and distribution
- Raised over \$3 million in seed and venture capital funding

Arthur D. Little, Inc., Cambridge, MA

1992 to 1993

Global Practice Leader in High Performance Organization; Director in Information and Telecommunications Section

Advised clients worldwide on process improvement for higher profitability. Strategy, Organizational and Technology Consulting; Business Development and Thought leadership; Growth and management of Global High Performance IT Organization practice. Results achieved through process optimization and leveraging technology

- Designed, launched and implemented new organization and performance models to enable clients to optimize their performance – process optimization, people and technology
- Grew global practice in High Performance IT Organization – Led client engagements coordinating resources in Latin America, Asia, Europe and US
- Advised client executives on implementing business process redesign, innovation, and technology adoption
- Conducted CIO seminars and taught in Arthur D. Little School of Management “Strategic Use of IT” (ACCSB accredited MBA Graduate Program)
- Managed staff utilization, including: hire/maintain/grow/termination

KPMG - Nolan, Norton & Co, Melbourne, Australia and Lexington, MA

1985 to 1992

Founded Nolan, Norton/KPMG Australia; Managing Director; Regional Director and Principal Consultant for Australia/Asia

Led and managed consulting on strategic use of computing, balanced scorecard, IT/business strategy development and execution, alignment.

Founded KPMG - NNC Australia and led practice for Australia-Asia region.

- Founded and led Australia-Asia Regional practice: developed business, managed clients, and advised C-level management to over \$3 million in 3 years - Ex-Pat in Australia for 3 years
- Developed and conducted client engagements that measured and benchmarked practices and operations for over 200 clients. Created opportunities for project extension or new engagements
- Sold and managed multi-million dollar projects and staff in Australia, Malaysia, Indonesia, Singapore, & SE Asia
- Managed Business Performance and IT strategy projects and service delivery for Nolan, Norton & Co throughout the United States pre- and post-merger with KPMG
- Delivered executive and management training on Corporate Performance Management (i.e. Re-engineering) to strategy partners/managers at national conferences and in-house tutorial workshops.
- Member of the team that developed the Balanced Scorecard
- Advised executive management on organizational transformation, IT strategy and entrepreneurship
- Collaborated with executive management to develop strategic capabilities: systems support, organization, and operations to transform a transportation company to lead the integrated logistics field
- Industries serviced: Pharma, healthcare, Utilities, manufacturing, financial/insurance, transportation, retail, telecommunications, petro-chemical, energy, technology, services

Motorola, Inc., Mansfield, MA

1983-1985

Group Director: Strategic Planning.

Strategic Planning for Information Systems Products Group. (Consisted of: Codex Corp, Universal Data Systems, Four-Phase Systems, and International Division); Managed Quality Program, Technology Roadmap, Data Communications Product Manufacturing

- Managed strategic planning for Information Systems Products Group
- Conducted sales of Data Communications Products
- Managed five-year Technology Roadmap and Management Technology Review
- Managed Quality Program

AT&T, Basking Ridge, NJ

1978 to 1983

Marketing/Product Manager; Strategic Planning Manager at AT&T

- Managed producer terminal for Graphic Producer Systems (Videotex) including design, development and marketing
- Conducted Strategic Planning for Videotext and interactive home information services
- Staff to Office of the Chairman, AT&T Divestiture Team - member of team that developed divestiture strategy and structure; Conducted strategy, policy and market analysis
- Business Marketing - Market Operations

EDUCATION

- Wharton Business School, University of Pennsylvania, Philadelphia, PA** 1980
- ▣ Advanced Marketing Management Executive Residential Program
- University of North Carolina, School of Public Health, Chapel Hill, NC** 1978
- ▣ M.S. Public Health – Health Behavior and Health Education
 - ▣ ABD – Public Health: Leadership and Organizational Behavior, Cross-cultural Consulting
- University of Virginia Medical School and Pennsylvania State University** 1971 to 1974
- ▣ Fellowships in Biomedical Engineering, Clinical and Surgical Research
 - ▣ Research and Fellowships in Artificial Heart (Prosthetic Ventricle Control Systems)
- Cornell University, Ithaca, NY** 1971
- ▣ B.S. Biomedical and Mechanical Engineering

Languages: Conversant in Spanish and French; Basic comprehension in Portuguese

Government Clearance Level: Secret

Certifications:

- ▣ Organizational Development - National Training Laboratories – NTL
- ▣ Online Teaching Certification - Northeastern University
- ▣ Senior Balanced Scorecard Master Professional Certification - George Washington University, College of Professional Studies

Over 80 professional published articles, contributions to several books, presentations, keynotes and workshops for international conferences, technical societies, government, and professional groups. Publications available on request

DIRECTORSHIPS AND BOARDS

- ▣ Industry Fellow: Cornell University Institute for Healthy Futures
- ▣ Advisory Board of IBM Innovation Center for Performance Management
- ▣ Advisory Board to Sawyer Business School, Suffolk University, Boston, MA
- ▣ Advisory Board to IQPC (International Quality & Productivity Center)
- ▣ Fellow: Sawyer Business School Center for Innovation and Change Management
- ▣ Technology Advisory Board of Berkshire Finance Mortgage Company
- ▣ Cornell University Class Officer
- ▣ Former Board Member – French Symphony of Boston
- ▣ Scoutmaster (Asst), Boy Scouts of America
- ▣ Peer Reviewer – Elsevier Academic Journal of Computers & Education

PUBLICATIONS AND CONFERENCE PRESENTATIONS

- ▣ Available on Request