

Seth Earley

Bio

Seth Earley is the founder and CEO of Earley Information Science. He has developed advanced information management strategies for a wide variety of organizations including Fidelity Investments, Progress Software, the Internal Revenue Service, Progress Software, Abbott Laboratories, Millennium Pharmaceuticals, Plymouth Rock Insurance, Gartner Group and others. His work has included projects for the IBM Office of the CIO to develop new application architectures and refine system performance for a worldwide deployment, and for GE to assist business unit leaders in architecting the GE Capital Virtual Boardroom which spanned 30 plus business units. He has also developed process analysis and solution architecture courses and workshops that he has taught worldwide to a large variety of industries and developed the enterprise information architecture and application of metadata standards for a large US government agency. He is co-author of “Practical Knowledge Management” which focuses on taxonomy and information architecture as the foundation for knowledge processes. He has a unique combination of business savvy, technical capabilities and the ability to bring people together to see a common vision during his working sessions.

Additional Credentials:

- Founder of the Boston Knowledge Management Forum, former adjunct professor at Northeastern University, where he taught graduate courses in Knowledge Management Infrastructure and E-Business Strategy
- Former Co-Chair of the Metadata Committee, National Digital Information Infrastructure and Preservation Program (NDIIPP) Education and Outreach for the Academy of Motion Picture Arts and Sciences (AMPAS)
- Leader of workshops for senior executives about aligning information management strategy with measurable business outcomes
- Developer of information strategy programs for clients in health care, technology, manufacturing, insurance, retail, pharmaceutical, and financial services industries

Past Professional Positions:

Parametric Technologies Corporation (PTC), Needham, MA – Developed Enterprise Knowledge Management Strategy, developed taxonomy to support content management, analyzed workflow, created governance and measurement models.

FreddieMac, Tyson's Corner, VA – Developed taxonomy Roadmap, training, and strategy. Integrated content management strategy with metadata standards. Conducted knowledge audit and developed workflow to support knowledge processes.

Progress Software, Lexington, MA – Developed content management taxonomy and metadata strategy and resolved with search and navigation models. Conducted Web site audit and made user interface recommendations. Developed navigation for intranet.

Abbott Laboratories, Abbott Park, IL – Led taxonomy and information architecture working sessions. Helped team organize around major portal initiative. Assisted with project planning, deliverable definition, content audit processes and user requirements framework.

Gartner Group, Stamford, CT – Led knowledge management initiative for Consulting Group worldwide rollout including strategy, requirements, user interviews, and facilitation of group working sessions. Developed taxonomy, meta data standards and information architecture, navigation metaphors and search scenarios. Developed role based custom user interfaces to LiveLink system. Mapped existing and improved business processes and content lifecycles. Developed training plan and mentored senior executives during pilot. Created success metrics for pilot, general rollout and long-term deployment.

Raytheon Company, Waltham, MA – Analyzed processes and designed integration for Ethical Compliance Portal, developed architecture, workflow processes and functional specifications for Case

Management System. IBM, Cambridge, MA – Developed and delivered advanced sales and solutions training for IBM partners in Websphere brand product line for Latin America. (WSAD, WAS, WBI, WCS, WPSS)

IBM, Cambridge, MA – Facilitated strategic planning sessions for senior management in the IBM Partner organization for the Lotus brand. Developed value proposition for Lotus Workplace Portal product.

Internal Revenue Service, Washington, D.C. - Developed knowledge strategy, faceted e learning taxonomy and metadata model for SCORM compliant curriculum, applied IRS standards to assembly of reusable learning objects (RLO's) and to navigation for profiled audiences, developed standards and processes for update and maintenance of taxonomy for

E Learning Portal Cookson Electronics - Created content and knowledge management strategy, metadata and information architecture for Websphere Portal based CM system to combine multiple operating division web initiatives into a unified customer and partner environment. Facilitated working sessions to create a unified vision and storyboarded user experience and content and document lifecycles

Northeastern University - Intranet Portal project for University – Information Architecture for Content Management system to organize departmental knowledge. Created use cases and user profiles, taxonomy to organize processes, methodologies, procedures, best practices, software libraries, and projects and project plans for IS portal.

IBM Corporation, Cambridge, MA - Wrote and delivered advanced solution architecture certification course for IBM partners worldwide featuring tools and techniques for alignment of core business challenges with technology deployment. Taught 250 plus business partners techniques for problem deconstruction and process modeling

Lotus Business Partner Organization, Cambridge, MA - Designed and delivered Knowledge Management Solutions on line course and live workshop featuring metaphor-mapping techniques. Developed content management architecture and taxonomy structure to organize several hundred e learning course objects, web sites, modules and other elements.

Munters Corporation, Amesbury, MA - Development of E Business Strategy for 12 business units - Educated senior managers through examples, case studies, and custom exercises to allow creation of e business plans for each unit over three day working sessions. Used pre workshop interviews, questionnaires and surveys along with benchmarking and best practice data

GE Capital, Stamford, CT - Managed overall project and developed business process model for Electronic Boardroom application. The system allowed senior management control over multiple business units by rolling up financing deal data while allowing decentralized control over business unit unique processes and approval business rules

Lotus Professional Services, Cambridge, MA- Performed facilitation of KM visioning workshop, taxonomy working sessions, business process mapping, and alignment of IT plans with organizational strategy for various client engagements IBM Corporation - IBM Office of the CIO, Somers, NY - Developed performance review system architectures for worldwide application deployment. Presented architectural recommendations to senior executives