



**Dr. Keri Ellen Pearlson**  
(Formerly Keri E. Ostrofsky)  
April 2016

E-mail: [kpearlson@kppartners.com](mailto:kpearlson@kppartners.com)  
Office phone: (512) 263-9039 Cell Phone: (512) 694.7768 Fax: (512) 532-7879  
LinkedIn: [www.linkedin.com/in/kpearlson](http://www.linkedin.com/in/kpearlson) • Twitter: @kpearlson  
Blogs: <http://bit.ly/accelerateIT> and <http://bit.ly/KeriPBlog>

**Professional Experience**

- July 2014-  
Present      **INTERNATIONAL INSTITUTE OF ANALYTICS**  
*Executive Director, Analytics Leadership Consortium*  
Developed and lead a consortium of Chief Analytics Officers (CAOs) of large, global enterprises. Lead and manage team to deliver this program. Set and carry out research agenda, design and deliver webinars and in-person summits, provide customer support and sales support. Grew this business to \$400K in first 18 months.
- July 2000-  
Present      **KP PARTNERS, INC.**  
*Managing Partner and President*  
An advisory, consulting and executive education firm specializing in IT-business strategy formulation and IT-enabled transformation. Work with CXOs and their teams. A sample list of recent activities include executive education program for senior analytics professionals, advising a CIO of a global manufacturing firm on designing and managing an organizational change initiative, developing and delivering distance-learning based leadership development seminar on successful leadership transitioning to a senior executive role, developing and delivering workshop on transforming IT to Lead in Social Business, coaching individual IT executives on becoming a transformational leader and teaching business leaders about the role of IT in the enterprise. Customers include Fortune 500 companies, Internet start-ups, academic institutions, non-profit organizations and small businesses.
- September 2009-  
February 2013      **IT LEADERS FORUM**  
*Founder and Executive Director*  
Founded and led a peer community of information technology executives. This invitation-only program engaged CIOs and next generation CIOs in discussions of strategic and operational IT issues. This business was sold to Executive Networks in 2011, and my role then became day-to-day operations, leading and managing the delivery team, sales support, and whatever it took to insure customers were delighted with the community.
- May 2009-  
December 2012      **BABSON COLLEGE**  
*Adjunct Professor, Fast Track MBA Program*  
Professor for distance-learning course in the popular Fast Track MBA program. Focus of this course was on managing and using information systems. The course was designed using a backdrop of building a social business-the business value of social media and social networking. Participants were managers in companies around the country with at least 10 years experience. Participants learn how to lead, collaborate, innovate, engage and market in the new web-enabled ecosystem.
- January 2004-  
November 2008      **nGENERA (formerly BSG ALLIANCE and THE CONCOURS GROUP)**  
*Vice President*  
Designed, developed, delivered, and directed learning programs for CIOs and their senior team, Relationship Managers, and HR Directors. Programs used both in person and distance learning tools. Managed staff and budget for learning programs. Programs under my direction annually contributed \$3m revenue. Advised and directed research projects on topics of strategic importance to CIOs. Clients include Fortune 500 companies.

August 2001-  
December 2003      **THE RESEARCH BOARD**  
*Research Director and Program Director*  
Managed major research projects for CIO multi-client program and managed Human Resource Management Board, a multi-client research program for senior HR professionals. Projects were confidential and results reported out only to board members. Activities included all the tasks necessary to operate the programs (sales, marketing, and member relations management, designing and executing research programs, managing research team, writing research reports, presenting research findings, developing and running client meetings, and customizing findings for individual clients upon demand).

July 1992 -  
January 2000      **COLLEGE OF BUSINESS ADMINISTRATION, UNIVERSITY OF TEXAS**  
*Assistant Professor, Management Information Systems*  
**Research:** Leading and managing IT-enabled change in the enterprise. Focus: the interaction of information systems, business strategy and organizations, groups, and individuals. Specifically, created research program on organizations that strategically used technology to design innovative business processes, become more efficient, and position themselves for growth through a strong IT/organizational design.  
**Taught** Management Information Systems: Graduate and Executive level courses such as business process reengineering, information resource planning, strategic use, and organizational impacts of information systems .

Nov. 1991-  
July 1992      **CSC INDEX**  
*Associate Director, PRISM group*  
Worked with Dr. Michael Hammer and the PRISM team to research and develop the concept of reengineering as a transformation process for businesses.

#### **Education**

**HARVARD UNIVERSITY**, Boston, Massachusetts  
DBA Management Information Systems from Harvard Business School  
*Thesis: Personal Portable Technologies, Job Characteristics and Worker Effectiveness: A Field Study of Service Personnel*  
**STANFORD UNIVERSITY**, Stanford, California  
MS Industrial Engineering and Engineering Management  
BS Mathematical Sciences  
**HARVEY MUDD COLLEGE**, Claremont, California  
Courses included computer programming, mathematics, physics, chemistry, and engineering.

#### **Other**

Innovative, process-oriented business leader with experience in growing and grooming IT leaders, mentoring business and IT staff, managing and leading teams, and out of the box problem-solving. Executive, coach, thought-leader, author, consultant at the intersection of organization design, business strategy and information systems. Proven expert in innovative and strategic use of IT, aligning IT with the business strategy, leading and managing organizational change through IT, IT leadership development, instantly responsive organizations and innovation processes, strategic application of social media to the enterprise. Enjoys creative entrepreneurial environments with high-performing teams, building and implementing business/IT strategy, managing and leading change initiatives, and advising/teaching activities. Author of two blogs on these concepts: <http://bit.ly/KeriPBlog> and <http://bit.ly/accelerateIT>

Author of numerous case studies and articles (most recent is a case study published at Harvard Business School on the IT-enabled Transformation of National Instruments to a social business), and two books: co-author of *Managing and Using Information Systems: A Strategic Approach* (5th edition, Wiley and Sons, 2012—6e published in January 2015. This text is the number 1 text in its field), and *ZeroTime: Providing Instant Customer Value Every Time, All the Time* (Wiley and Sons, July 2000). Columnist for Converge-Connect Magazine: <http://www.connect-converge.com>.

Founding and Immediate Past President, Austin Area Society of Information Management (SIM) and National SIM Leader of the Year (2014); Board member of Shalom Austin, formerly the Jewish Community Association of Austin, and Volunteer of the Year (2013); Member, Juliette Circle and Former Girl Scout Leader; Emeritus member of National Charity League and volunteer for numerous other community organizations.

#### **References and full publication list (CV) available upon request**