

## Profile

Greg is a facilitator between worlds: Sales and Operations, Engineering and Support, Production and R&D. Because innovation requires us to collaborate in novel ways, Greg designs solutions and builds teams that break new ground. Greg uses the following approaches to produce measurable results:

- Rigorous Experimentation and Agile Incubation
- Systematic Problem-Solving
- Lifelong Learning
- Development: Strategies into Practices, Customers into Advocates, Workers into Champions

## Experience

**Four Winds Interactive**                      February 2015 – Present                      Denver, CO

### SOLUTION CONSULTANT II

Main focus: Designing enterprise solutions for innovative organizations using Four Winds software, hardware, and professional services. Four Winds is the global leader in visual communication, delivering data-driven content to any piece of glass.

- Lead collaboration between Sales and Operations to design, sell, and implement data-driven visual communication solutions
  - Growth in services: 22% YOY
  - Annual goal exceeded: 2015, 2016, 2017, 2018
- Develop strategic engagement with client stakeholders: Clinical, IT, Facilities, Marketing
  - Consulting is now a *process* and a *product* at Four Winds
  - Client relationships are now a measurable goal
- Design and incubate reproducible solutions to complex problems
  - Agile mobile deployments
  - Integration with EMRs
  - Packaged UX/DX engagements

Key Clients: Kaiser Permanente, General Electric, Lockheed Martin, Oracle, Janus, Bosch

**Aegis Creative**                      September 2003 – January 2015                      Lakewood, CO

### DIRECTOR, APPLIED TECHNOLOGY: FEBRUARY 2010 – JANUARY 2015

Main focus: Integration of technology and healthcare solutions for a global consulting organization specializing in genetics, neurology, immunology, and oncology.

- Design and implementation of world-class remote monitoring, data acquisition, and patient enablement platforms
  - Redefined value proposition of >10 class-leading pharmaceuticals
  - Tripled sales pipeline, sustainably, in 14 months
- Collaboration and alliance-building with key opinion leaders, NGOs, and strategic allies
  - Focused the IT power and political capital of the Gates Foundation and Microsoft on cures for preventable diseases
- Agile incubation of highly innovative projects for evaluation of commercial viability
  - Mobile AMD exam
  - Malaria tracker
  - Evidence-based smoking cessation
- On-site international implementation with biotech/pharma stakeholders

- Reduced average international project duration by 34%

## DIRECTOR, CONTENT DEVELOPMENT: MAY 2008 – FEBRUARY 2010

Main focus: Content management, e-learning development, and information architecture.

- Developed and managed a team of >20 authors, editors, and designers
  - Reduced average project duration by ~20%
- Designed strategies, tactics, and processes for Content Development and Instructional Design
- Developed team of >100 scientific reviewers and subject matter experts
  - Reduced average time spent in legal review by >40%

## INFORMATION ARCHITECT, QUALITY MANAGER: SEPTEMBER 2003 – MAY 2008

Main focus: Web development, e-learning development, and medical editing.

- Developed original scientific content and proposals
  - Over 4 years, tripled win rate for global biotech proposals
- Managed an average of 12 concurrent projects
  - Reduced endangered-project count by ~90%
- Implemented industry-leading standards for medical writing, technical writing, developmental editing, copy editing, and proofreading

Key Projects: MO™ Smoking Cessation App; Motion Capture in Neurologic Physical Therapy™; Cost-Effective Malaria Diagnostics; CladeHealth™ Personal Health Record App; CladeHealth™ Remote Patient Management Platform; Lupus Interactive Educational Tool; Nucleic Acid Synthesis Training

## **ICPME**

March 2002 – September 2003

Golden, CO

### EDITORIAL MANAGER

Main focus: Course books, monographs, websites, and enduring materials for the International Center for Postgraduate Medical Education, a medical publishing house and accredited provider of continuing medical education (CME).

- Development and management of entirely new Editorial department
- Adherence to CME regulatory guidelines
  - Materials subject to extended legal review: 0
- Collaboration with scientific reviewers and accreditation specialists

Key Projects: Association of Professors of Gynecology and Obstetrics (APGO) Monographs

## **ActiveEducation**

September 2000 – February 2002

Golden, CO

### SENIOR EDITOR

Main focus: XML and OOP courses for an e-learning organization that trained IT professionals in emerging technologies.

- Acquisition of authors, technical reviewers, and subject matter experts
  - Changed ratio of “Office to OOP” training from 50:1 to 10:1
- Authoring of certification exams
- Supervision of associate editors, project editors, media team, and freelancers
  - Reduced post-press revisions by >90%
- Implementation of expert instructional design standards and Section 508 compliance

Key Projects: Certified XML Expert course and exam; XML and Java e-learning courses

**McGraw-Hill**

March 1998 – September 2000

NYC

### NEW MEDIA PROJECT MANAGER

Main focus: Harrison's Online, the online version of *Harrison's Principles of Internal Medicine*—the world's premier medical text. Harrison's Online is a subscription-based site, updated daily with articles and editorials from the most renowned doctors in their fields.

- Development of original daily content, acquisition of existing content
- Creation of content management system and processes for SGML-based development
- Supervision of programmers, editors, proofreaders, beta testers, and test labs
- Developmental editing, copy editing (including three editions of *Harrison's*), and proofreading

Key Projects: Harrison's Online (thriving after 19 years); *Merck Manual* CD-ROM

## Education

- Master of Arts: University of Colorado, 1996, Journalism and Mass Communication
  - Fellowship to Department of Communication
- Bachelor of Arts: Binghamton University, 1994, English
  - Empire State Scholarship

## Speaking, Advisory Boards

- Presenter, mHealth Summit, 2011–2013
- Presenter, Forward Conference, 2016–2017
- Member, Advisory Board, CU Denver Computer Science and Engineering

## Tech Certs

- IBM-Certified Developer: XML and Related Technologies
- CIW-Certified Site Designer

## Other

- Six years of Spanish, one year of Japanese, one year of Italian (Spanish and Italian tutor)
- Twelve years of experience narrating scientific animations
- Twenty years of experience in medical and scientific copy editing
- Twenty-five years of experience in art and photography