

Eric G. Wiseman
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CAREER EXPERIENCE

INDEPENDENT CONSULTANT/EDUCATOR

1994-Present

Educator

- University of Colorado at Boulder –Leeds School of Business –Sr. Instructor in The Management and Entrepreneurship Division:
 - Design and deliver various strategy, leadership, entrepreneurship, product development, training/development, strategic technology management and negotiation courses at graduate and undergraduate levels
 - Graduate courses in Technology Strategy, Corporate Strategy and, Product Development and Innovation include field research in multiple companies
 - Net Impact Chapter and Case Competition Faculty advisor, responsible for redefining the case competition process, resulting in much broader overall outside visibility, international outreach, financial viability, sponsorship, substantially larger award pools (\$ 10 K+) and enhanced student learning opportunities
 - Beyond Grey Pinstripes Faculty representative, managing the audit/ranking process for the Leeds MBA program
 - Wrote case summaries, published in a text, to support a Strategy textbook
- University of Phoenix –Taught graduate courses on: Change, Project and Technology Management

Independent Consultant

- Helped a VC company accelerate and enrich its deal flow process
- Assisted a Health Care Provider in developing a long term plan of action
- Assisted a global tourism company reposition for the new millennium
- Worked with software start-ups to improve their marketing and distribution
- Assisted in the launch of a multi-media; and, a computer based financial services company
- Implemented strategic repositioning for a medium sized closely held company
- Performed feasibility and business assessments for high tech startups for venture capitalists

Director of Information and Technology - Diefenbach Elkins

1994-1995

Strategic Consulting Practice

- Assisted a major software company on strategy and market repositioning in an open platform environment
- Conducted and published an industry assessment and forecast for the media content, and distribution, industries (Film, Publishing, Entertainment, and Music)
- Evaluated the market opportunities for an emerging medical storage medium

US WEST TECHNOLOGIES

1992-1994

Director of Technology Management

- Represented Technologies in the Marketing and Planning Core Process Team which defined how marketing, planning, resource allocation and product development will be done in the future
- Re-engineered the product development and commercialization process and defined new valuation methods for early stage ideas
- Directed IT strategic planning to identify and support the business information systems requirements and shepherded the funding necessary to reposition US West in the new competitive environment

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TECHNOLOGY MANAGEMENT GROUP, PUGH ROBERTS ASSOCIATES

1981-1992

An MIT spin-off and a world leader in consulting to Senior Management on improving the effectiveness of their research and technology investments.

Vice President and Group Director

1990-1992

Associate Director

1988-1990

Senior Consultant

1981-1988

Worked with ~50 global RD&E organizations in the area of Telecommunications, Healthcare, Software, and Chemicals with primary emphasis on:

- Integrating business and technology strategy to provide focus
- Developing processes and organizations to improve product development efficiency
- Managing change and the implementation of results through multi-year assignments

PROJECTS INCLUDED

- Developed a "Quality in R&D" process for a global Materials company resulting in shorter product/process development cycles and improved customer satisfaction
- Evaluated emerging opportunities/threats in Factory Automation for the global leader resulting in new product direction & strategic alliances and continued leadership
- Identified the technology strengths and deficiencies leading to increases in internal R&D funding and Biotech alliances for a leading Medical Diagnostics company
- Developed a medical device using novel MD testing for the venture unit of a Chemical company
- Developed a Technology Strategy, which identified core competencies and provided the blueprint for organizing projects and funding to leverage those competencies for a Regional Bell Company
- Reorganized functions to break down "walls" leading to accelerated product development and expedited use of new software tools in the development activities for a large Software Developer
- Designed and launched a Technology Intelligence organization, whose assessments assisted in repositioning a Telephone Company's information strategy
- Led a reorganization and redefinition of product development and funding process, resulting in 20% cycle time reduction and substantial cost improvement for a global AgChemical Company

OTHER PROFESSIONAL EXPERIENCE

Teaching

1981-Present

- University of Denver - Masters of Information Technology - 1995/1996 guest lecturer on Strategic Planning Tools
- MIT-Taught 1991 summer session for R&D managers - "How to Implement Strategic Technology Planning"
- Taught various seminars: "Implementing Technology Strategy", "Improving Product Development Process(es) and overall Innovation Effectiveness"
- Guest speaker: Product Development Management Association national meeting "Using New Product Development to Help in Strategic Repositioning"
- Developed and delivered in-house training for multiple clients

Consulting

1978-1981

Consulting in the assessment and commercialization of new and emerging technologies (including

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ACADEMIC BACKGROUND

MBA		1978
Harvard University (Emphasis on Strategy and Innovation)		
Ph.D.		1979
Harvard University (Biophysics)		
B.Sc.		1970
McGill University (Honours Chemistry - First Class Honours)		

AWARDS/OTHER

University Scholar- McGill University
Woodrow Wilson Fellow
Medical Research Council of Canada Scholarship (one of three outside Canada)