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Tristan Louis is an experienced technology executive who has developed and implemented successful internet strategies for companies big and small. A technology visionary with a keen business sense, Mr. Louis has a long track record of managing the execution of global strategies that have generated several billions dollars in new value.

Work History

Large Financial Firm (2008-Present)

Vice President, Product Management

Working in the channel management group of a large transaction-banking firm, I am responsible for setting the strategy for the bank's next generation Internet offerings.

Duties

- Working with global business stakeholders to define next generation web-based and mobile payment offerings in the cash, custody and trade groups.
- Defining strategy for integrating disparate systems into a single cohesive, client facing application.
- On-going C-level executive education relating to web 2.0 technologies, facilitating discussions about opportunities.
- Interfacing with clients to ensure our products' roadmaps are in line with their need and ahead of the competition.
- Managing 3 domain experts directly and matrix managing about 100 resources.

Accomplishments

- Successfully launched for our new customer-facing portal, providing industry-leading offering for account balances.
- Lowered TCO of several products by combining their features into a single integrated model.
- Established industry leading partnership in the mobile space.
- Increased inter-departmental communication and information sharing in the business community.

HSBC (2001-2007)

Vice President, Applied Innovation, HSBC Software House

The Applied Innovation team was formed to focus on providing the group with technology driven competitive advantages.

Duties

- Worked with global stakeholder both in the business and IT community, my team created new HSBC products in the mobile and internet space with a focus on the areas of payment systems, near field communication, collaboration platforms, and new technology markets like micro-transactions, online payments, and credit cards.
- On-going C-level executive education relating to virtual worlds, social networks, web 2.0, facilitating discussions as to how the group should participate in those new business spaces.
- Managed 15 domain experts directly and matrix managed about 400 resources.

Accomplishments

- Supported development and launch of HSBC Direct, an internet-only platform for online savings accounts, which generated several billions dollars in new deposits for the company.
- Championed establishment of global innovation community workgroup to help country or business-line specific innovation teams share best practices and integrate with global innovation strategy.
- Headed definition, vendor selection and rollout of internal blog infrastructure and strategy relating to RSS syndication.

Vice President of Application Development, HSBC.com

HSBC.com was a shared service organization within HSBC, with global responsibilities regarding the internet channel. I was responsible for all efforts relating to content management and search within the HSBC group.

Duties

- Managed all global Intranet, Extranet and Internet content management and search related efforts, coordinating teams in the United States, United Kingdom, Hong Kong, Canada, India, and Brazil.
- Responsible for establishing best practices and standards on SEO, CMS, UI, accessibility, non-browser platforms, and deployment.

- Lead a team of 80 people in 4 core component groups: Content Management, Intranet Search, Call Center Solutions, and Internet Search.

Accomplishments

- Development and rollout of global search platforms in the intranet, internet, and call center space, which serviced over 300,000 employees, 100 million customers, and dozens of call centers in over 60 countries. Industry experts consider our award winning solutions as the leading approach in implementing such capabilities at an enterprise level.
- Re-launch of hundreds of sites on a centralized platform.
- Creation of a new set of tools allowing manipulation of banking tools based on business-unit rules.
- Development and rollout of an international system for personal, business, and institutional internet banking.

Moveable Media (2000-2001)

Managing Partner

Moveable Media was created in January 2000 to focus on the strategic technology needs of Fortune 1000 companies.

Accomplishments

- Development of 5 years technology strategy plan for Coca-Cola, set-top box strategy for Nokia, integration plan for AOL/Time-Warner, and strategic positioning for Microsoft's Window Media Player.
- Creation of architectural model for Podcasting.

Boo.com (1999-2000)

Senior Technical Advisor to the CEO (consulting)

Boo.com was the first global e-commerce company.

Accomplishments

- Development and launch of the first global content management and e-commerce systems in the world.
- Launch of the first broadband 3-D interface for online shopping.

Net Quotient Consulting Group (1998-1999)

Director of Marketing and Strategy

Net Quotient Consulting Group was an internet integrator.

Accomplishments

- Headed rebranding of the company, including design of new identity and marketing repositioning.
- Led sale of the company's software group to Information Architects and merger of the company's consulting group with The Formula Group.

Earthweb (1997-1998)

General Manager, Online Operations

Under my leadership, Earthweb moved from being a privately held software consulting group to a publicly traded leading internet publisher and e-commerce company.

Accomplishments

- Reworked company's business plan and strategy, allowing for a successful Initial Public Offering on the NASDAQ.
- Established strategic partnerships with Microsoft, Sun, Ziff-Davis, and others, resulting in substantial revenue growth.

Mecklermedia (1995-1997)

Founder and Executive Director of Development, Internet.com

Online Liaison, Internet World

Michael Wolff & Co., (1994-1995)

Webmaster, YPN & Research Editor

Education

Master's Certificate in Project Management, *George Washington University School of Business*

Bachelor's Degree in Journalism and Mass Communication, *University of North Carolina at Chapel Hill*

French Baccalaureate, *French International School in Washington D.C.*

References Available upon Request