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## Work

### HSBC

#### **Vice President, Applied Innovation, HSBC Software House** (*Aug. 2006- Nov. 2007*)

- The Applied Innovation team was a newly formed team at HSBC with a focus on providing the group with an 18-24 months competitive advantage based on new technology and new technology markets.
- Working with global stakeholder both in the business and IT community, my team creates 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.
- Managed 15 domain experts directly and matrix managed about 400 resources.
- Accomplishments included:
  - o Development and launch of HSBC Direct, an internet-only platform for online savings accounts.
  - o Development and launch of an internal blog infrastructure. Education of senior executives in efficiently using weblogs to communicate.
  - o Development of group-wide strategy relating to RSS syndication and alerting and selection of appropriate vendor.
  - o Establishment of global innovation community workgroup to help country or business-line specific innovation teams share best practice and integrate with global innovation strategy.
  - o On-going C-level executive education relating to virtual worlds and social networks, facilitating discussions as to how the group should participate in those new business spaces.

#### **Vice President of Application Development, HSBC.com** (*Aug. 2001- Aug. 2006*)

- Responsible for the global e-channel content management strategy. Working with global stakeholders (Group CIO, Group Chairman, local entities' CEOs), I provided domain expertise in the online field to help shape the company's e-channel strategy in the retail banking, business banking, and institutional banking sectors.
- Responsible for all global Intranet, Extranet and Internet content management and search related efforts, coordinating development teams in the United States, United Kingdom, Hong Kong, Canada, India, and Brazil.
- Working with local stakeholders and country-specific architecture boards, I was responsible for establishing best practices and standards on SEO, CMS, UI, accessibility, non-browser platforms, and deployment.
- Managed team of 80 people in 4 core component groups: Content Management, Intranet Search, Call Center Solutions, Internet Search.
- Accomplishments in the content management arena include:
  - o Re-launch of hundreds of sites on a centralized platform.
  - o Creation of a new set of tools allowing manipulation of banking tools based on business-unit rules.
  - o Creation and management of an internal program used to build complex relationships and navigational systems through a WYSIWIG interface.
  - o Development and rollout of an international system for personal, business, and institutional internet banking.
- Accomplishments in the search space include:
  - o Development and rollout of a global intranet search platform servicing over 300,000 employees across hundreds of intranet sites.
  - o Development and rollout of a centralized search capability providing search services to hundreds of Internet facing sites through an innovative SOA search platform.
  - o Development and rollout of search capabilities for call center operations in several countries.

### Moveable Media

#### **Managing Partner** (*Jan. 2000- Aug. 2001*)

- Moveable Media was created in January 2000 to focus on the strategic technology needs of Fortune 1000 companies.
- Worked with C-level executives from our clients to help them define their technology needs and strategies.
- Significant accomplishments included the development of a new technology strategy for Coca-Cola, assisting management in the integration of AOL and Time-Warner, and helping Nokia develop a strategy relating to set-top boxes.

### Boo.com

#### **Senior Technical Advisor to the CEO (consulting), Boo.com** (*Aug. 99- Jan. 2000*)

- Worked as interim CTO and back-end architect for the company.

- Helped redevelop and launch a new global e-commerce site in under 10 weeks. Created centralized PMO and hired and managed development teams globally.
- Developed a short-term strategy to meet the requirements of our investors and keep the company in line with longer-term technological strategy goals.

### **Net Quotient Consulting Group**

#### **Vice-President of Marketing and Strategy** (*Feb. 98- Aug. 99*)

- Oversaw all marketing and communications strategies for the company.
- Responsible for general company strategy in terms of positioning within the industry and maximizing return on investments.
- Helped spin-off the company from corporate parent to an independent unit partly owned by management and partly owned by The Formula Group.
- Headed rebranding of the company, including design of new identity and marketing repositioning.
- Led sale of the company's software group to Information Architects.

### **Earthweb**

#### **General Manager, Online Operations** (*Feb. 97- Feb. 98*)

- Responsible for advertising rates, marketing, positioning, partnerships and long term strategy.
- Struck partnerships with Microsoft, Sun, Netscape, and Ziff-Davis, which resulted in traffic increases of 24%.
- Responsible for several web site acquisitions to increase traffic, and ad revenues.
- Development of new business model merging electronic commerce and editorial content, increasing revenues by 65%.
- Shaped new business plan for the company, allowing it to do an initial public offering.

### **Mecklermedia**

#### **Executive Director of Development and Publisher, Internet.com** (*Aug. 95- Feb. 97*)

- Responsible for all decisions including strategy, budgets, editorial direction, and technological investments.
- Developed initial online strategy, plan, and financial model for the division.
- Pioneered concept of licensing online content to other sites and offline media.
- Developed equations to calculate cost of acquisition of online resources and return on investment, which resulted in lower cost of acquisition on web sites.
- Recruited and managed a staff of 70 people, including development team and national sales force.
- Handled all communications with other Mecklermedia divisions (magazines and trade shows) and represented the online unit on calls with financial analysts.

#### **Online Liaison, Internet World** (*May 95- Aug. 95*)

- Reorganized CompuServe forum held by the magazine, increasing revenue by 1000%
- Launched web site for the magazine, creating original content for the web.
- Reported on late breaking news and worked with editor-in-chief to reduce delays in breaking news. Wrote one of the most popular columns for the magazine (according to reader's survey)

### **Michael Wolff & Co.**

#### **Webmaster, YPN** (*Oct. 94- Apr. 95*)

- Created new online business unit (YPN, Your Personal Network), based on content from best-selling Net.Books Series

#### **Research Editor** (*Oct. 94- Apr. 95*)

- Developed marketing strategy that included relationship with major publishers.
- Developed chapter by chapter outline for Net.Tech, the first guide to Internet technologies.

### **Turner Broadcasting Sales, Inc.**

#### **EDI Coordinator** (*Feb. 94- Oct. 94*)

- Helped develop Electronic Data Infrastructure for international advertising sales office.
- Participated in committees to develop industry-wide standards for exchanging advertising sales information.

## **Education**

Master's Certificate in Project Management, *George Washington University School of Business* (*Nov. 06*)

Bachelor's Degree in Journalism and Mass Communication, *University of North Carolina at Chapel Hill* (*May 93*)

French Baccalaureate, *French International School in Washington D.C.* (*Jun. 90*)

## **Skills**

Project Management, Product Strategy, Software Development (XML, REST, PHP, LAMP). See <http://www.tristanlouis.com> for list of publications and more.

**References Available upon Request**