

# EDWARD R. KRIEGE

## SUMMARY OF EXPERIENCE

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### *Software Development, Business Development & Communications*

- Multi-faceted member of management responsible in part for the development a software startup company of 15 people into the world's largest independent enterprise content management provider
- Extensive experience in software design, development, maintenance and support; application and information architecture, UI and usability; product, project and functional management experience
- Broad functional and architectural knowledge of enterprise, client/server and desktop software technologies; NPD methodologies and practices; middleware, application servers, database, data warehousing, security, information retrieval, business process automation, portal, messaging and integration technologies; Web services and emerging standards; experience with Oracle, MS SQL Server, Sybase, .NET, j2EE, LDAP, NTLM, JavaScript, (D)HTML, XML
- Exceptional ability to express technical terminology and solutions in terms of relevance and impact to business; superb problem solving capabilities and technical aptitude; able to assess complex issues, articulate, synthesize and apply solutions in an appropriate manner; strong ability to communicate with clients and manage and influence others within a distributed organization; strong networking and relationship building across internal and external organizations; leadership by example; solid project management and team building skills
- Broad experience in business development, finance, sales and marketing; strong working knowledge of vertical industries including but not limited to energy, engineering, financial services, government, healthcare, pharmaceuticals (also compliance initiatives such as Sarbanes Oxley)
- Involved in high level negotiations and projects with senior executives of many top global corporations
- Presenter, speaker and panelist at major conferences, seminars, domestic and international trade shows; TV and radio

## WORK EXPERIENCE

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2005-2006      GCI Live LLC ([www.globalcents.com](http://www.globalcents.com))      Riverwoods, IL  
*Managing Director*

- Founder and Managing Director of boutique custom development and consulting firm that specializes in enterprise content management (ECM) consulting, customization and custom module development. Services provided include expert analysis, application architecture & design, data migration strategies, program management, custom code,

extensions and custom modules, including the foremost expertise in Livelink® OScript, WebLingo, Livelink® database, LAPI, DAPI, WAPI, and UAPI. At the module level, I am a leading expert on ECM workflow, document management, collaboration and application architecture.

1996-2005      Open Text Corp. ([www.opentext.com](http://www.opentext.com))      Lincolnshire, IL  
*Director of Software Application Architecture & Design*

- Responsible for the application architecture, design, and ongoing improvement of core modules of the flagship ECM product Livelink®, the largest and most successful independent enterprise content management software product in the world (annual sales \$250+ million). Reporting to the EVP of Operations; responsible for software application design across 9 internationally distributed development sites
  - Core Livelink modules include: Personal, Enterprise & Project (workspaces); Document & Content Management, Search & LiveReports (information retrieval), Projects (virtual team collaboration), Workflow (business process automation), Access Control Privileges (security), Directory Services (NTLM & LDAP), Cluster Services & Remote Cache, Forms, Notification & Renditions
- Responsible for the creation, design and development supervision of numerous add-on modules and products, including Livelink Explorer (ActiveX & desktop application), Unite (multi-platform portal), Atlas (JavaBeans application), Classifications (taxonomy), and MeetingZone (Java-based real-time collaboration application), Records Management, Communities of Practice
- Other responsibilities included:
  - Development of award-winning corporate intranet and web sites
  - Directorial responsibility for the graphical user interface (web and desktop clients), 'look & feel', and usability of Open Text products. Also responsible for corporate branding and related output (logos, content and copy). Managed relationships with outside graphics design firms, advertising agencies, and strategic partners & clients
  - International seminar, conference and trade show presentations

1984-1996      Odesta Systems Corporation      Northbrook, IL  
*Chief Financial Officer (1994–1996)*

- Responsible for the fiscal health of the company, including but not limited to budgets, financials, relationships with banks and lines of credit, audits and reviews with Ernst & Young, and legal & accounting preparation for merger with Open Text and subsequent IPO (OTEX on NASDAQ)
- Responsible for implementation of accounting systems and report generation

*Director of Business Development; Marketing Communications (1991–1994)*

- Developed and managed marketing services and strategic relationships for workflow and document management products. Worked in close association with sales, engineering and consulting departments to position and deliver highly specialized software solutions to key

corporate and reseller accounts

- Responsible for bringing a state-of-the-art proposal automation software product (“ProposalWorks”) to market in 7 months. Developed business plans, advertising campaigns and product development schedules resulting in sales of \$1.5 million and a pipeline in excess of \$3 million
- Created and presented product presentations to executive management of Fortune 500 companies as well as major industry trade show venues
- Managed key accounts within DEC, Apple, Sun, IBM and high profile corporate and VAR accounts
- Directed the content, design and production of all print & multi-media collateral for our products and services
- Managed public relations with PR firms and key industry publications
- Developed and managed ongoing direct marketing campaigns for our relational database products

*Director of Client Services (1990–1991)*

- P&L responsibilities for a \$1.5 million budget. Responsible for technical support, training, customer service and production departments. 5 direct manager reports; total staff of 20
- Managed strategic and tactical planning of technical support services, developer programs, training courses and production of 5 software product lines
- Supervised development and maintenance of corporate information management systems
- Negotiated purchase of physical plant materials and IT equipment and software

*Director of Sales (1987–1990)*

- Managed retail sales department of 6. Managed sales to key industry and end-user accounts. Negotiated contracts with major dealers and distributors totaling \$2 million in revenue per year
- Developed and launched a national Preferred Dealer Program resulting in over 200 participating dealers representing all major geographical areas and many major chains
- Created and conducted award-winning presentations on products at seminars and major trade conventions
- Developed inbound telemarketing department and multi-user lead tracking database system

*Business Development Manager (1984–1987)*

- Worked in close association with executive management and development to develop and bring to market the first object oriented relational database management software product “Helix” (initial platform: Apple Macintosh) and its subsequent releases “Double Helix”, “Multi-User Helix”, and “Helix VMX”
- Worked in close association with executive management and development to develop and bring to market the first graphical exploratory statistical analysis software program “DataDesk”
- Worked in close association with executive management and development to develop and bring to market the first graphical GIS

(geographic information system) software program “GeoQuery”

- Developed business relationships and marketing promotions with major distributors and dealers. Established corporate customer service department. Sold and supported all lines of business
- Cooperatively directed ongoing development requirements for 4 product lines. Co-managed print and direct mail advertising campaigns
- Opened markets for the relational database products in North America, Europe and Australia
- Launched technical support and training departments after developing successful pilot programs
- Wrote dealer and end-user database applications for sample and resale
- Produced audio and video presentations in conjunction with Apple Computer, Windham Hill Records, and Chicago and San Francisco based studios
- Represented the company and its products in radio and television interviews

## EDUCATION

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Southern Illinois University  
*Bachelor of Arts: Music, English*

Edwardsville, IL

## COMMUNITY ACTIVITIES

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Vice President, Board of Directors, Music Arts School, Highland Park, IL  
(<http://www.musicartsschool.com>)

Life Coaching: Chief Strategist, Wisdom Bridge Life & Lifework Strategies  
(<http://www.wisdombridge.info>)

## INTERESTS AND ACTIVITIES

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Music, piano, travel, cycling, reading, psychology and the study and practice of human consciousness development.

## PUBLICATIONS

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Four books on introductory object-oriented relational database management