Seth Grimes

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Education:

M.A., mathematics, University of Washington, Seattle, 1983.

B.A., philosophy and mathematics, Wesleyan University, Middletown, Ct., 1981.

Professional Experience:

Information Systems Strategist, *Alta Plana Corporation* (1997-present):

Seth Grimes founded Alta Plana as a home for his consulting, industryanalyst, and writing work. Seth is the leading industry analyst in text and content analytics with an international reputation as visionary and BI thought leader. Alta Plana -- Seth and occasional subcontractors -- additionally consults on analysis and dissemination of governmental statistics.

Market & product strategy

- Solution-provider services delivered include technology assessment and consulting on product design, positioning, messaging, and commercialization strategy. Clients for short- and long-term projects have included *Sybase*, *Open Text*, *JackBe*, *Matrixware GmbH -Univ. of Sheffield* (Austria-UK), *ITI Life Sciences* (UK), a consumer-sentiment start-up, *Pentaho*, and *Viziant*. (2006-)
- Delivered end-user services including needs assessment, solution design, vendor-selection assistance, and solution prototyping. Clients have included Schneider Electric, the International Monetary Fund, and the American Institute of Architects. (2005-)
- Provided advisory services a due-diligence technical and business review of take-over target *Sysomos* – for *Marketwire*. Advisor to a social-media analytics start-up. (2010)

Industry analyst function

- Created sponsored market studies, for *TechTarget* (current), independently produced (2009), for *Information Week Analytics* (2009), and through *BeyeNETWORK.com* (2008). Recruited or assisted in recruiting sponsors IBM, SAP, SAS, SPSS, Attensity, Clarbridge, Tableau Software, TEMIS, and others.
- Founding Conference Chair, *Text Analytics Summit*. (2005-)
- Organizer and founding chair, the *Smart Content* conference and the *Sentiment Analysis Symposium*. (2010)
- Created sponsored white papers, keynote presentations, webinars, and podcasts for companies including *Actuate*, *Attivio*, *Clarabridge*, *Cognos* (now IBM)
 Coral8 (now Sybase), Ernst & Young, JackBe, Kapow Technologies, Nstein (now Open Text), Pentaho, Space-Time Research, Sybase, TEMIS, Teradata, and Workday.
- Instructor and speaker for the *Data Warehousing Institute*, the *Special Libraries Association*, and *Technology Transfer* (Italy). (2005-)
- Author of numerous articles and conference presentations on analytical technologies and their business applications. Recognized authority on business intelligence, text analytics, and visualization as Contributing Editor, *TechWeb's Intelligent Enterprise* (2001-); *Information Week* and *KDnuggets* contributor; Judge, *Jolt Awards* (2006-), channel expert at *BeyeNETWORK.com* (2007-).

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Business Intelligence, data warehousing, and statistics: implementations

- Provided database-building, data analysis, and dissemination support to *Datos Research*, Venezuela's leading market-research firm. (2005-9)
- Created a pilot data-dissemination Web site for the *Statistics of Income* division of the *Internal Revenue Service*. (2005-6)
- Assisted the *Bureau of Transportation Statistics* preparing the National Household Travel Survey for CD dissemination. (2003-5)
- Conducted a data warehousing audit and assessment for the Bureau of Human Resources at the *U.S. Department of State*. (2004)
- Trained analysts and consulted on automating statistical database building and tabulation for the *United Kingdom Office for National Statistics*. (2004)
- Created market-research databases and software to automate database building and marketing analyses for *Henry Rak Consulting Partners*. (2002-5)
- Designed and led development of the *U.S.Census Bureau*'s Census 2000 tabulation system. Created the systems architecture, implementation plans, schedules, software design, test plans, and documentation. Directed programmers and analysts, working closely with the client and with prime contractor *IBM Global Services*. Consulted on *American FactFinder* Web-site development. (1998-2002)
- Earlier clients included Aetna Intelihealth, American Financial Systems, American Greetings, BancTec, the Bureau of Justice Statistics, Carlson companies, Northpoint Communications, and WPP Group/RTCdirect.

Other

• Board of Directors, *Council of Professional Associations for Federal Statistics* (COPAFS). (2008-)

Director of Server Technologies, *Magnet Interactive Communications* (1996-97)

Lead Internet solutions architect, directing technical teams in the creation of major corporate Web sites. Performed technical management, planning, and administrative duties as well as hands-on database programming. Managed the Internet systems/hosting and quality-assurance teams.

Architect for Web-site related database publishing and data warehousing and line manager of database administration and applications development for clients including *Radisson Hotels, Federal Express, National Geographic, Nissan*, and *Kellogg's*. Worked with IBM/Informix, Oracle, and Microsoft database products; specialized servers from Netscape, Microsoft, and others; and scripting and programming tools.

Computer Systems Officer, International Monetary Fund (1995-96)

Project manager for the selection of new Windows based economic data management software. Reported to a cross-IMF task force of economists and analysts. Oversaw project planning, development of a new software architecture, selection and evaluation of products, prototyping, user demonstrations and reporting, and implementation and migration planning. Coordinated the project work of six staff members.

Prototyped the *Dissemination Standards Bulletin Board* for Web publication of international economic information. Designed the page structure and content-management database. Created a Web-page publishing system, a query-processing interface, and a data-entry application.

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Consultant, Organisation for Economic Cooperation and Development (1992-95)

Consulted on computing architecture for management, analysis, and publication of economic and statistical data. Worked with division heads, statisticians, programmers, and organization executives.

Created a distributed architecture integrating desktop tools, analytical applications, and database servers with mainframe legacy systems. Evaluated software and developed proof-of-concept prototypes and performance benchmarks. Designed a data warehouse, multi-dimensional datamarts, and applications programming interfaces. Wrote C-language remote-client middleware for Windows- and Unix-to-mainframe-database communications via TCP/IP sockets; also programmed with SAS. Presented numerous papers and project overviews to management, task forces, and conferences.

Developed OECD Internet strategy. Planned and implemented internal and public Web and mailing-list servers. Coordinated user support and training and created an Internet Economics Gateway Page for OECD staff. Created mailing lists for distribution of press releases and job-vacancy notices and automated scripts to transfer posted material to the OECD's Web server. Assisted the Publications Service in designing new, Internet-delivered data products.

Project Manager, Automated Sciences Group, Inc. (1987-92)

Performed systems analyses, software development, and database system management for the National Highway Traffic Safety Administration and the Federal Aviation Administration. Managed programmers, database administrators, and engineers. Programmed using C, Fortran, Basic, SQL (Ingres), and SAS and 4GL tools with some C++ and PL/I. Developed an analytical user interface and data-entry and data-acquisition programs. Designed and developed a vehicle theft data warehouse and reporting and analysis system using the SAS system,

Engineering Analyst, Business & Technological Systems, Inc. (1984-87)

Developed mathematical models and computer software for scientific applications. Primary involvement in computerized simulation of satellite-borne scientific instruments for geodynamics research at NASA's Goddard Space Flight Center and on a National Science Foundation sponsored project. Performed software verification and validation for a gravity model at the Naval Surface Weapons Center. Developed advanced numerical applications and estimation and optimization software.

Systems Analyst, EG&G Washington Analytical Services Center, Inc. (1983-84)

Designed, developed, and documented computer software for atmospheric simulation and meteorological studies at the Naval Surface Weapons Center. Also worked on inertial navigation system simulation, operating system utilities, and graphics.

Professional Expertise:

Recognized industry expert and frequent writer and speaker on Business Intelligence, Advanced Analytics, Text Mining, Semantic Computing, and Data Visualization and related Information Technology Strategy.

Special expertise in analysis and dissemination of government and marketing statistics.