

# CLARK BRADY

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## IT EXECUTIVE – STRATEGY & PROCESS

*Strategic Leadership – Business Productivity – Emerging Technologies*

Practical strategic visionary leader that has demonstrated consistent career delivery of value-added processes and solutions that address business issues through the measured application of technology. Proven director that has the ability to deliver significant improvements while addressing organizational change management impacts with fiscal responsibility. Skilled critical thinker who is able to translate and simplify complex issues within the business and information technology areas. A collaborator and communicator with experience influencing across organizational boundaries skilled at identify and utilizing individual expertise to create highly productive teams. An inquisitive adopter of advanced technology that is a hands-on leader that will contribute to the bottom line with additional expertise in:

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| <ul style="list-style-type: none"><li>• Strategic Business Planning</li><li>• Business Opportunity Valuation</li><li>• Emerging Technology Assessment</li><li>• Analysis/Business Process Design and Re-engineering</li><li>• Personnel Management</li><li>• Compliance, Privacy, Data, Configuration &amp; Document Control</li></ul> | <ul style="list-style-type: none"><li>• Industry Expertise: Life Sciences/Healthcare, Financial Services/Insurance</li><li>• System &amp; Information Architecture and Information Technology Methodologies</li><li>• Technology Expertise: Enterprise Content Management, Business Process Management, Business Intelligence, Web, SaaS, Virtualization</li></ul> |
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## CAREER ACCOMPLISHMENTS

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- Established and successfully executed consulting services offerings for Enterprise Content Management Roadmap Strategy and for Electronic Records Management Analysis and Implementation.
- Successfully launched collaborative work and approval portal under budget and ahead of schedule from ambiguous requirements in changing environment. (Nominated by project sponsor for Supplier Excellence Award.)
- Effectively facilitated coordination between four groups (users, local IT, Corporate IT and integration partner) for the implementation of a sales support portal that provides information previously unavailable.
- Managed the creation of corporate architecture standards being constrained by time and resources. Meaningful documentation was effectively used to reduce additional development efforts.
- Facilitated global labeling unification project that resulted in the selection of a replacement system with the end goal of eliminating product recalls due to labeling.
- Identified 30% process cycle time reduction for new drug submission. Influenced IT and Regulatory management to fund project implementation.

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**CAREER ACCOMPLISHMENTS**

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*(Continued)*

- Invented and developed regulatory submission electronic publish process that resulted in accelerated submission preparation (ahead of schedule – no overtime required), improved quality, facilitated wide ranging business process improvements and resulted in \$10M advanced sales for the first fast track product review. (Received President's Award as recognition for process improvements and development of systems that dramatically decreased the Regulatory submission process.)
- Defined strategy approach and governance structure for the implementation of enterprise content management for 200+ projects resulting in a comprehensive three year plan.
- Recognized by Microsoft SVP through the publishing of the InfoWorld article "Daring Microsoft to lead the industry out of confusion" and invited to participate in the Office Advisory Council.
- Invited to participate in EmTAG, the Emerging Technology Advisory Group of AIIM, which was an advisory council to AIIM directors and a peer think-tank for technology direction in the document and imaging industry.

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**PROFESSIONAL EXPERIENCE**

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BURNTSAND CORPORATION, Indianapolis, Indiana May 2004 – Present

*A North American Systems Integrator*

***Practice Director, Enterprise Content Management (ECM)***

- Midwest branch lead responsible for personnel, client and partner relationships, service offerings, project definition, pricing, financial tracking, consulting services execution, and successful project completion.
- Provided Strategic consulting services related to business process analysis for Enterprise Content Management technologies including Roadmap, Governance, Compliance, multi-phased deployment, user adoption, opportunity valuation, and risk assessment.
- Applied technical consulting and systems architecture for document management, web content management, database, publishing, and records management for EMC Documentum, Microsoft SharePoint and others.

FUSION ALLIANCE, Indianapolis, Indiana

Feb 2003 – May 2004

*A Midwest Systems Integrator*

***Solution Architect***

- Provided Enterprise Content Management expertise for projects including definition, sales support, business analysis, and execution/management.

BURNTSAND, Chicago, Illinois

Aug 2001 – Feb 2003

*A North American Systems Integrator*

***Project Director/Client Partner***

- Client advocate for managing and controlling projects including definition, staffing, execution, delivery and satisfaction of Enterprise Content Management solutions.
- Responsible for managing multiple simultaneous projects and client relationships including personal management and business development. Additional responsibilities include: content management domain leadership, pharmaceutical / life science domain expert, strategic analysis, and project delivery.

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**PROFESSIONAL EXPERIENCE**


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DIGITAL LIGHTHOUSE, Chicago, Illinois Sept 2000 – July 2001*A National Customer Relationship Management Solutions Services Company***Principal Consultant**

- Provided consulting services and sales support including business analysis, project management, and architecture/development for web-based content and document solutions.

STRATEGY1ST LLC, Plainfield, Indiana Est. April 1, 1998*A strategic advisory firm***President**

- Established Strategy1st to provide document and work management solutions for regulated industries including Pharmaceutical, Biotech, Medical Device, and Legal.
- Strategy1st was founded to assist companies evaluate and create strategies for the development, implementation and adoption of new technologies. A strong business process alignment was used to direct successful strategy projects.
- Established and provided senior management consulting services that included: technology assessment/selection, strategic business development, business process re-engineering, project initiation and project management.

DOCULABS, Chicago, Illinois Oct 1997 - Mar 1998**Industry Analyst, Document Management**

- Leader of EDMS industry analysis and end user consulting. Provided consulting services for vendors including benchmark assessments, product development reviews, competitive comparisons and other strategic planning. End user consulting included business opportunity definition, technology recommendations, best practices analysis and critical systems planning.
- Manager of analysts – Setting performance objectives, training & professional growth. Creation of standard processes for the delivery of consulting services. Responsible for delivering \$1.5 million in consulting services.

ELI LILLY & COMPANY, Indianapolis, Indiana June 1993 – Sept 1997**Lead Technical Architect, Regulatory Systems**

- Integration and development of imaging, document management, electronic publishing and high volume printing systems for the preparation of regulatory submissions. Key contributor to several business process reengineering efforts supporting entire new drug development process.
- Radical Process Improvements - Process improvements valued greater than \$ 15 million

COMPULITS INC., Carmel, IN – **Lead Developer** June 1992-June 1993DOME SOFTWARE CORPORATION, Carmel, IN – **System Analyst** June 1989-June 1992CUMMINS ENGINE COMPANY, Columbus, IN – **FMS Engineer** June 1987-June 1989GENERAL ELECTRIC, Motor Business Group, Fort Wayne, IN – **Co-Op Ed.** 1984-1986THE COMPUTER STORE, Marion, IN – **Vice-President** 1980-1990


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**EDUCATION**


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PURDUE UNIVERSITY, West Lafayette, Indiana

**Bachelor of Science - Computer and Electrical Engineering**

## SKILL SET

**Management & Execution**

- Business Objective Definition
- Resource Utilization
- Personnel Management
- Budget Preparation & Management
- Planning/Schedule Management
- Project Initiation/Startup
- Project Management
- Change Management / Leadership

**Influence / Marketing**

- Market Research
- Industry & Messaging Presentations
- Communication Planning
- Team Building / Coaching
- Group Facilitation
- Account Development and Management

**Strategy**

- Business Development & Business Plans
- Senior Management Planning
- Comparative/Industry Analysis
- Product Development Planning
- Emerging Technology Assessment

**Analysis**

- Strategic & Tactical Initiative Plans
- Business Process Analysis, Design, Re-engineering, and Planning
- Critical Path Determination
- Return on Investment Determination
- Business & Systems Analysis
- Business Requirements Definition

**Process**

- Corporate Governance/Policy Development
- Methodology Development
- Life-cycle development – Design, Development, Testing, Deployment
- Solution Architecture & Strategy
- Quality and Documentation
- System Comparative Analysis & Evaluation
- Application Development Methodology and Strategy

**Compliance**

- Data, Configuration & Document Control
- Records Management
- Product Development & Registration
- Business & Financial Practices & Processes
- Security, Privacy & Validation

**Industry Experience**

- Life Sciences: Pharmaceutical, Medical Device, BioTech, Clinical Research Organization, Medical Laboratory, Healthcare
- Financial Services: Insurance, Banking, Credit Card Service Management, Consortium
- Manufacturing: Heavy Industry, Chemical, HighTech
- Transportation: Airlines, Rail Support
- Professional Trade Organization
- Services: Imaging Service Bureau, Litigation Support
- Information Technology: Software Development, Professional Consulting Computer Retail/Business Sales
- Industry Analyst

**Technology**

- Enterprise Content Management: Document Mgmt, Web Content Mgmt, Imaging, Records Mgmt, Collaboration
- Regulatory Management Systems
- Business Process Management, Workflow
- Business Intelligence, Database
- Product Data/ Engineering Change Mgmt
- Electronic Publishing
- System Architecture: Web, Virtual, Distributed, SAAS
- Documentum/ SharePoint

**Standards**

- RUP - Rational Unified Process
- Agile – System Development Methodology
- RAD - Rapid Application Development
- Six Sigma – Operational Performance
- CSV – Computer System Validation
- GxP - Good Clinical/ Laboratory/ Manufacturing Practices
- 21 CFR Part 11 – Electronic Records/Electronic Signature
- eCTD - Electronic Common Technical Doc
- HIPAA - Health Insurance Portability and Accountability Act - "Privacy Rule"
- EHR/EMR – Electronic Health/Medical Record.
- Control: DoD 5015 RM, Sarbanes-Oxley, ISO 9000/9001 Process, Federal Rules of Civil Procedure

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**PRESENTATIONS**

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ECM 101 – Introduction to Enterprise Content Management – Sept 2007  
Computing by the Task - Evolution of Software as a Service – Aug 2007  
Five Keys to Records Management Success, EMC World – May 2007  
Five Keys to Records Management Success, Executive Insight Series – April 2007  
Using EMC Documentum to Obtain Payment Card Industry Data Security Standard Compliance, Momentum – Sept 2006  
Making the most of your Enterprise Content Management Investment - ECM Roadmap Process, Executive Insight Series - April 21, 2005  
Enterprise Content Management - Managing the Document Super Highway, Ricoh Annual Conference – Dec 2004  
Roche Diagnostics: FDA Text Approval Automation – Documentum’s Momentum User Conference - Nov 2003  
Engineering Change Control: PDM Selection & Common Change Control Implementation, DIA Electronic Document Management - Feb 13, 2000  
Classifying KM - Theories, Products & Practices, DIA Annual Conference - June 29, 1999  
Five Axioms of Change: Business, Technology, People – Where is the fit? DIA Electronic Document Management - Feb 9, 1999  
Document and Work Management via the Internet, Paperless Clinical Trials – Dec 4, 1998  
Futures/Trends in information "management" systems, DIA Annual Conference – June 10, 1998  
Document and Work Management: Migrating from Client/Server to Internet and Message Based Systems. How Will This Impact the Pharmaceutical Industry?, DIA Annual Conference – June 8, 1998  
Work “management” systems, St. Louis AIIM chapter - March 11, 1998  
Trends in “information” management systems, Publish 98 Canada - March 4, 1998  
Trends in work “management” systems, Publish 98 Canada - March 3, 1998  
Trends in “information” management systems, Drug Information Association - Feb 11, 1998  
Good Manufacturing Practices & Internet Usage for Document and Work Management, Novasoft Users Conference - Feb 10, 1998  
Trends in Internet Document Management Systems, Documation Canada - Dec 97  
Bumps And Bruises: Application Development and Your Customer, DIIME - Oct 97  
Document Management on the Groupware Platform - Analysis of DMX/WFX, Eastman Software Partners Meeting - Oct 97  
Change is everywhere...including technology, ITEC - July 97  
What did it mean?, AIIM - April 97  
Garbage In - Garbage Out: Are Your Documents Under Control?, DIA - Feb 97  
Garbage In - Garbage Out: Are Your Documents Good Enough to Publish?, IIR EP - Jan 97

**PUBLICATIONS**

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ECM Taxonomy Recommendations for a Documentum Implementation – May 2005  
Strategic Questionnaire for Content Management Initiatives – January 2005  
Application Development for Document Management, Four Part Series, IW - July–Nov 97  
Document Management Architecture, Eli Lilly - Sept 97  
What did it mean?, Inform - Sept 97  
Survey Processing in VB With Access, Visual Basic Developer - Jan 97  
Daring Microsoft to lead the industry out of confusion, InfoWorld - Nov 21, 96  
Daring Microsoft to lead the industry out of confusion, InfoWorld Electric - Nov 21, 96  
What did It mean?, Inform - Dec 96  
Imaging Elucidation, Eli Lilly - June 96  
TIFF Image Standard, Eli Lilly - June 95  
Full Text Search, Law Office Computing - Jan 94