
EXECUTIVE SUMMARY FOR STARTUPS

William S Greene is universally known by the nickname ‘**Wedge**’. Wedge Greene is a highly motivated, customer focused, strategic business analyst, network designer, and IT technology architect with twenty-five years experience spanning executive technical and leadership roles in the IT, Supply Chain, and Telecommunications Industries. The last decade he has worked with a dozen startups in many roles: as advisor, holding initial CTO positions, and founding one startup at the suggestion of Texas’ venture capitalists. A young startup company must accomplish many milestones, yet cannot afford a full staff. Wedge brings numerous skills and he will wear many hats in order to get the job at hand done, whatever the driving need becomes. As the company matures, Wedge provides mature technical leadership. Specifically for your startup:

As senior management, Wedge will recruit and lead a delivery team growing from 5 to 50 highly capable staff. Walking in the door, he supplies innovation leadership for strategy, architecture, design, production, delivery and ongoing operations. Innovative models of design and process are coupled to specifically tailored rapid development environments. These enable (1) rapid prototyping of concepts, (2) creation of a demonstration system for early sales support, and (3) development of a beta which can evolve into (4) a secure, scalable, survivable production product supporting rapid growth and large rollouts.

Wedge thrives on finding opportunities for extracting value using state-of-the-art technology and then proceeds to implement solutions. Where open source, software purchase or strategic partnerships provide opportunities to get to market faster and cheaper, Wedge will adapt these technologies into the your products. Where you provide critical differentiating advantage, Wedge will oversee creation of your software intellectual property.

During executive planning sessions, Wedge’s emphasis on strategic thinking will provide elucidation of clear goals, objectives, and action paths to meet those goals. In doing this Wedge will continually seek to identify and codify the advantages of your products and team methods and make the successful approach, reproducible.

Wedge is also an accomplished marketing writer capable of creating technical slide sets, marketing articles for journals, and whitepapers for executives, managers, and technical gurus. He can deliver a keynote at a conference or pitch to a small audience making dynamic use of whiteboards.

Perhaps most important in its early stage, Wedge can help you with raising capital. He has pitched to over 20 VC companies and is well known to the Texas VCs. Wedge’s reputation will open many doors. His connections will provide valuable introductions. Wedge can design VC one and two pagers, do the elevator pitch, and create the expected dozen key slides when formal alpha funding review comes up.

As your startup matures, Wedge works across-the-board with management, frontline staff, and customers - helping them solve problems with well reasoned approaches - supported by sound architecture and formal methodologies. He can deploy a team into a chaotic situation, quickly ascertain what the customer needs most from your technology and then start a joint team collaborating on building successful fusions of media, processes, advanced software, platforms, and telecommunications.



CONTACT INFORMATION

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BIO

Over his career, Mr. Greene was fortunate to be involved in the early introduction of many communications technologies, networks, support system innovations, and software architecture advancements. He participated in the full lifecycle (standards, design, & deployments) of the original rollouts of data network technologies including: switched circuit data networks, Frame Relay networks, ATM/cell networks, the commercialization of the internet, the earliest hosting and eCommerce services, multimedia networks, integrated international data networks, advanced intelligent data services, Next Generation Networks (NGN), SIP, IMS and 3GPP. He participated in most advances of telecom support system architectures over the last 15 years including SNMP management, automated collection and reporting systems, automated provisioning, vertical OSS integration, horizontal OSS/BSS integration, near-real-time OSS, QoS, tML, NGOSS, service package provisioning, BOSS and finally Autonomic Networks and Autonomic Communications. Wedge advances the industrial use of distributed computing, internet middleware, component architectures, BPM, collaboration, virtualization, SOA, security, and business service grids.

Wedge is the co-inventor of the *Service Ecosystem*, the trans-enterprise SOA service grid. He is the initiator of the TeleManagement Forum's (TMF) program of *New Generation Operations Support Systems (NGOSS)* and *Fine Grain NGOSS*. He sat on the TMForum board of directors from 1999-2002 and served as a Board Advisor to the TMForum until 2007. Pending patents cover aspects of globally distributed computer systems, Operation Support Systems (OSS), rapid response work teams, survivable application networks, global shared service architecture, distributed hosting, RFID tracking mobile agents for supply chains, and security gateways.

As a well known business and technology analyst, Wedge provides client underwritten articles for [Pipeline Publications](#). He serves as an executive consultant on technical Advisory Boards and is an occasional advisor to Venture Capitalists & Investment Banks.

A DECADE OF ACHIEVEMENTS:

- ✓ *Contributing Editor* with over 20 feature articles at Pipeline [<http://pipelinepub.com/>]. About 8,000 readers. Reprints at LTC's [Inside-Out](#).
- ✓ Created the first viral marketing campaign for telecom support products: see the [Semantic-Dialogues.com](#). Writes groundbreaking whitepapers for client companies' marketing campaigns.
- ✓ *Adjunct Fellow* at the non-profit think tank, Political and Economic Research Council [[PERC](#)], advising clients on data measurements and policy.
- ✓ Created new LOB in a boutique consulting practice: performed market need assessment, created service description, and recruited SMEs for NGOSS practice. Various customers.
- ✓ Consulted in the design of: a Tier-1 UMTS QoS service product; the applications architecture for a new Contact Center; research and case preparation for 9-figure winning legal case; data-redaction processes; and various OSS/BSS products.
- ✓ As CTO at two startup companies, invented products and prepared the technical & product marketing documents and presented these before over 20 major Venture Capital (VC) companies. Went through due-diligence reviews with several VCs. Seed funded.

- ✓ Currently granted five foundation patents: #s 6868441, 6922685, 7194543, 7401131 & 7428723; improvements and divisionals in consideration.
- ✓ As part of a program to save several billion \$ in annual operating expenses for MCI WorldCom; proposed, invented, led development, and proved feasibility of a revolutionary approach to system integration and network management. NewWave was the architecture and transform plan prior to the WorldCom bankruptcy, a funded \$300MM, 5 year NGOSS plan.
- ✓ Proposed and initiated the TeleManagement Forum's (TMF) New Generation Operations Systems Software (NGOSS). Acted in its Steering Committee. NGOSS solves the OSS integration problem through reusable infrastructure, common data sharing, and plug-and-play business components.
- ✓ Once elected to the TMForum Board of Directors, piloted the reinvention of its technical program. Helped select a CEO. Participated in creating new bylaws to restructure forum governance. Participated in organizational and financial restructuring.
- ✓ Founded and shepherded the TMF's Fine Grain NGOSS Catalyst which provided real-time demonstrations of the most advanced operations support and network management ever shown, integrating hardware and software from 16 companies. Shows took place at TeleManagement World in Las Vegas & Nice and at Supercomm 2002 in Atlanta.
- ✓ Invited by Japanese government to speak in Japan on telecom operations advancements. Chaired and/or was keynote presenter at numerous international conferences where he was in great demand as telecom futurist. Subject of NetEconomy magazine cover story in September 2001



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