

Chuck Russell

Collective Intelligence Inc.

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Summary

Born in Central Pennsylvania, Chuck Russell is a serial entrepreneur with broad technology, operational and product development expertise focused on Enterprise Business Intelligence, Internet portals and enterprise social computing. He is currently co-Founder and serves as Senior Partner of Collective Intelligence Inc, an information technology consulting firm located in Harrisburg, Pennsylvania.

Prior to Collective Intelligence, Russell co-founded Infobuild Networks, an Internet research and collaboration company. Prior to Infobuild Networks, he co-founded Peak Technologies an Internet browser utility and Internet research company. Prior to Peak Technologies he founded Innovative Desktop a Java server platform company acquired by Peak Technologies.

Russell and/or his companies have appeared in publications and periodicals such as ComputerWorld, Information Week, PC World/PC Week, CNet TV among others.

Russell is the author of the Symmetry Design Methodology; a full life cycle view of Object Oriented and Data Driven software engineering. He is also the author of the Symmetry Guide to Project Management; a pragmatic manager's guide to leading projects and teams.

He currently lives in Camp Hill, Pennsylvania, with his wife Tara and their four children.

Specialties

The brain dance.

Experience

Co-Founder and Sr. Partner at Collective Intelligence Inc.

January 1999 - Present (11 years 7 months)

We founded Collective Intelligence in February of 1999 and quickly began acting as a design/build shop for many of the region's Internet software firms.

Over the last ten years we've focused primarily on data architecture, the enterprise data warehouse and evolving business intelligence software stack. This includes enterprise web portal architecture, customer relationship management (CRM) and systems integration.

Co-Founder and Chief Technologist at Infobuild Networks

March 1998 - January 1999 (11 months)

Acted as technology evangelist for Infobuild Networks. Conceived, and developed the BSmarter product line of collaborative, internet based software suite.

Co-Founder and VP of Engineering at Peak Technologies

June 1996 - June 1998 (2 years 1 month)

At Peak I led a talented software development team where we delivered the first commercially available, shrink-wrapped Java Application: NetJet. NetJet was the first Browser Accelerator and was based upon the Espresso java server technology purchased from Innovative Desktop.

Over the next two years we developed Net Magnet; the first Internet based, collaborative research tool. Net Magnet was one of earliest tools that leveraged the web and web browser to support collaboration and information sharing over the internet.

Founder and President at Innovative Desktop Inc

January 1994 - January 1998 (4 years 1 month)

At Innovative Desktop we built products for the emerging internet industry. In 1995 we deployed the first commercial-strength Java application server; code named Espresso.

Espresso implemented an early version of the Java servlet specification and contained a mark up/scripting language that predated JSP.

The Espresso technology was subsequently purchased by Peak Technologies Inc, a Vancouver, British Columbia based Internet Software company. The Espresso technology was incorporated into many of Peak's software products.

Director Of Information Engineering at Computer Task Group

September 1987 - June 1994 (6 years 10 months)

Directed a consulting practice focused on the implementation of software engineering best practices within Fortune 1000 companies across the United States.

We focused primarily on Information Engineering and Object Oriented methods.

Our focus on data driven methods lead to a focus on data warehouse design and development using tools that would later be placed in the business intelligence category.

Consultant at TRW Inc

October 1985 - October 1987 (2 years 1 month)

Consultant at CACI Inc.

August 1983 - October 1985 (2 years 3 months)

Business Intelligence, Software Engineering, Information Management at Technologies /

Skillset

January 1980 - February 1981 (1 year 2 months)

Business Intelligence Platforms:

Cognos, 6,7,8; Business Objects X, XI R2/3.x; Microsoft BI (SSRS, SSAS); Pentaho BI Platform;
Oracle BI Server/BI Platform 9i, 10g, 11g

Enterprise Web Portal:

MS Sharepoint 2003, 2005, 2008; Jahia Portal; Oracle Portal;

CRM:

SalesForce.com Certified Consultant; Microsoft CRM

Systems Integration:

Data Integration XI r3.0, Informatica, Oracle Warehouse Builder, Microsoft SSIS, IBM Websphere,

Experience in object oriented, OOA/OOD with RUP, Agile/SCRUM, Information Engineering,
Structured Design.

Project Management and Project Office experience leading large multi-year projects.

Education

Indiana University of Pennsylvania

Economics and Mathematics, 1977 - 1980

Clarion University of Pennsylvania

Economics, Mathematics, 1976 - 1977

Interests

Software Development, Product Management, Marketing, Sales,
Customer Relationship Management, Business Intelligence, Web 2.0, Salesforce, On-Demand
Software, Software as Service, Systems Integration, Enterprise Web Portal, Internet

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