
Antonio ("Tony") Parham

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MARKET, INNOVATION & TECHNOLOGY STRATEGY EXECUTIVE

Experienced in leading high profile, global initiatives from concept through launch and on to lifecycle / maintenance. A charismatic self-starter with a track record of success in large and small firms.

- Innovation; New Initiatives / Launches
- Marketing / Product Management
- Global Program Management
- Emerging Technologies
- Business / Product Strategy
- Staff, Budget & Resource Management
- Partner, Alliance and Customer Leadership
- Solutions Development

PROFESSIONAL EXPERIENCE

Vice President, Innovation & Strategy, [Fidelity Labs](#); [Fidelity Investments](#), Durham, NC 2015-Present

- Identify and deploy promising new tools and techniques for innovation.
- Designed the Incubators process for cultivating and filtering potential new offerings.
- Manage the Spigit innovation crowdsourcing platform.
(Won vendor's Excellence award for best platform use among 45 Fortune 500 firms.)
- Develop training and coaching programs to cultivate "Innovation DNA" in Fidelity employees.
- Manage the Fidelity Patents Program (200+ Patents worldwide).

Government Innovation Officer (GIO); [Commonwealth of Massachusetts](#), Boston, MA 2012-2015

Recruited to be state's first Chief Innovation Officer (CINO), bringing a strategic business mindset to the organization. Chartered with transforming, aligning, innovating and driving business solutions for a \$36B entity with 141 divisions and 67,000 employees. Received national [award](#) for "the best & brightest who make government more effective."

Focused on enhancing the Customer Experience (internal and external customers), creating business efficiencies, and re-shaping the enterprise into a digitally-forward organization. Partnered with executives including the Governor, championing innovation and leading change management.

Conducted extensive research across verticals to understand customer needs. Identified pain points and prioritized products/solutions to address business needs. Created and led a nimble team of solution consultants (and [Innovation Fellows](#)) to advise internal customers on software solutions and execute projects. More detail at http://bit.ly/GIOreport_2013 and http://bit.ly/GIOreport_2014

Examples of solutions and innovations identified and 'sold' to internal customers:

- **Enterprise Software Solutions:** Enhanced HHS data warehouse, increasing revenue \$11.2M year one and \$7M annually. Worked with customers to evaluate technology solutions for areas such as procurement, budgeting, reporting, and recruiting.
- **Digital / Social Tools:** Successfully piloted first web-based budget simulator: <http://bit.ly/GIObudgetSim> (featured at Boston TedX); deployed state's first web-based [innovation crowdsourcing tool](#). Created program to deploy digital video content services across the enterprise. Enhanced mass.gov (4.4m visitors/mo) to introduce responsive design. Launched website re-design. Created enterprise social media guidelines. Launched Open Data initiative (state was ranked "last" in 2014; #1 for "Data Innovation" in 2017).
- **Agile / Customer Experience / Innovation:** Executive Sponsor for launch of enterprise-wide adoption of Agile/Scrum to build transparency and efficiency. Launched One-Stop Business portal to simplify interactions for our business customers; created programs to enhance user experience design. Launched [innovation competition for startups](#).

(continued)

Technology/Business Strategy Executive; Cross Tech Ventures, Canton, MA

2010-2012

Served as technology and business strategy executive for a venture investment portfolio focusing on small to medium size disruptive technology ideas in SaaS, Mobile, Pharma, Data and Social verticals.

Clintara: Director of Technology; CTO

Managed technology services for Clintara's SaaS offering to pharmaceutical & clinical research industries, supporting clinical trials. Clintara revenue increased from ~\$3.5M to ~\$6M, supported by my accomplishments.

- **Technology:** Identified and promoted relevant new technologies and products, including mobile/smart device integration. (ex: <http://bit.ly/LifeSciencesAward>). Formalized software development lifecycle, IT validation processes for product development.
- **Marketing/Business Strategy:** Drove competitive market analyses for product roadmap. Led positioning and product marketing (website, clinical & marketing videos).

New Marketing Labs / The Pulse Network: Executive Director

Led business strategy, marketing and product management for premier digital marketing, strategy planning and social community engagement firm founded by social media pioneer Chris Brogan.

- **Product Management:** Led technology roadmap, customer needs assessment, competitive analysis, product evangelism for NML Dashboard, which provided businesses with monitoring & ROI analysis across social media platforms.
- **Marketing/Digital Strategy:** Partnered with customers to build a strategy to lead with their digital marketing and social media activities (including content strategy and presence management for Twitter and Facebook, influencer outreach, blog content creation, product video creation).
- **Business Development:** Managed marketing and business development activities (in conjunction with *KMS Media Partners*) to identify leads, cultivate prospects and generate incremental revenue. Hosted *NML TV*, a cutting edge Internet TV program educating marketing professionals regarding best practices in digital and social media marketing.

Managing Director, Founder; Tech / Strategy Consulting, TKG Mgmt Consulting, Boston, MA 2005-2015

Provided strategic technology, marketing and management consulting services, including:

- **Market & Product Direction:** Product assessment and market strategy analysis for a technology startup product; gave presentation of product landscape, value proposition and product positioning to VC funders; created analysis/recommendations for board and executives of a database marketing services firm
- **Strategic Planning:** Created long-range plans, business plans, marketing plans / research for new ventures, government agencies & Fortune 100.
- **Entrepreneurship:** Planned, built, operated and sold a fitness facility in Sharon, MA

Program Director, e-business Transformation, IBM Software Group (SWG), Cambridge, MA 2000- 2005

Led technology innovation initiatives across the enterprise, including:

- **Web Development:** Managed 27 web programs (\$42M budget, 310 employees, \$300M ROI) for SWG CIO. Led team to build web presence, creating 1st web "scorecard."
- **Enterprise Software:** Led deployment of Siebel CRM to 10,000 users (\$22.8M budget)
- **Marketing Transformation & Data Enhancements:** Interviewed global marketing executives to capture requirements for marketing transformation project. Created a data enrichment project to improve customer information.

Product Management, Marketing & Strategy Roles, Lotus Development Corp, Cambridge MA 1991-1999

Group Product Manager and Product Manager, Lotus Notes

Product Manager, UNIX Products

Senior Product Marketing Manager

Director, Marketing and Business Partner Programs

Director, e-business Strategies

Held strategic roles of increasing responsibility, leading flagship products, working with the world's largest customers to create business value, and develop and market products/solutions. Led internal transformation efforts to embed emerging technology throughout the enterprise.

- **Product Strategy:** Led group responsible for product strategy for Lotus Notes. Guided market research/ pricing initiatives. Earned PC Magazine's "Editors Choice" Award, Open Computing Magazine's "Product of the Year" and Business Week's "Product of the Year."
- **Partners:** Led team which recruited and enabled world's top telecommunication firms (telco's) and internet service providers (ISP's) to create services based on our products. Directed channel enablement activities (and business plan development) for one of the industry's first SaaS applications.
- **Marketing:** Responsible for pricing/offer determination, lead generation, demos/ presentations creation, trade show/event planning, and executive briefings. Created pre-sales web trial program for electronic software downloads, worldwide fulfillment capability, electronic volume licensing program (\$6M budget; up to \$150M/year of worldwide return).

OTHER ROLES

Software Development Manager, Marketing Manager, Personnel Manager, ADDAX, Cambridge, MA

Executive Administrator (COO), New Covenant, Boston, MA

Software Engineer, Softrend, Salem NH

Technical Marketing Support Engineer and Software Engineer, Hewlett-Packard, Waltham, MA

EDUCATION

MIT Sloan School of Management, M.S. Management Cambridge, MA

- *Seley Scholar (Sloan's highest honor)*

- *Focus areas: Marketing, Strategy, Entrepreneurship*

- *Marketing Teaching Assistant*

- *Elected as: Masters Program Class Representative*

- *Created: Faculty award to incent excellence in teaching; First "business case" thesis*

University of Southern California, M.S. Computer Science Los Angeles, CA

Massachusetts Institute of Technology, B.S. Computer Science Cambridge, MA

PROFESSIONAL & COMMUNITY ACTIVITY (*excerpts*)
MIT Sloan School of Management

Cambridge, MA

- *Board of Governors*
- *Guests Lecturer: Marketing Department*
- *Keynote Speaker: Professional Conduct*
- *Student Admissions Applicant Review*
- *Panelist: High Tech Marketing Conference*
- *Core Curriculum Redesign Committee*
- *Career Profile Panelist*
- *Career Development Office Task Force*
- *Advisor: Socially Responsible Business Club*
- *Board Member, Not-for-Profit Internship Fund*

Triangle Tech Speaker Series, Co-Founder

Durham, NC

Joint Venture of Fidelity Investments and Research Triangle Park Foundation;
Convenes thought leaders on topics such as AI, Cloud Computing, Cyber Security, Speech Recognition.

Governor's Council for Innovation, Commonwealth of Massachusetts, Chair

Boston, MA

MassIT Government Innovation Competition, Judge

Boston, MA

Announced winning startups with MA Governor at MassChallenge Awards Gala.

National Association of State Chief Information Officers (NASCIO) [Annual Conference](#)

Nashville, TN

*As one of the first State Chief Innovation Officers in the country, spoke on the panel:
"Innovation in State Government - What Works and What's Next"*

Massachusetts Digital Government Summit, [Advisory Board](#), [Speaker](#)

Boston, MA

Department of Transitional Assistance (DTA), Commonwealth of Massachusetts

Boston, MA

Innovation Council

- Member of Board overseeing organizational and process transformation by Executive Director
- Average client case processing time decreased from 28+ days to 10 days
- "This organization has changed more in the last year than in the last 30 years" – DTA Sr. Mgt.

House of Representatives, State of Texas, Government Efficiency & Reform Committee Hearing, *Witness***Brandeis University, Software Entrepreneurship Showcase, *Judge***

Waltham, MA

Axiom Entertainment Group, *Chairman*

Boston, MA

Cablevision, *Principal speaker: Small Business and Entrepreneurship*

Cambridge, MA

Mattapan Community Health Center

Boston, MA

- *Board of Directors*: Executive Committee, Assistant Treasurer, Search Committee, By-Laws Revision
- Boston Globe described board's and management's work as "a remarkable turnaround."