
PROFILE

Internal Consultant and Trusted Advisor to the Corporate Enterprise who excels in IT Strategic Planning, Performance Management, Business Alignment, Senior Executive Requirements and Value Delivery. Extensive experience in corporate and operations management with deep knowledge and root-cause understanding of the functional areas within infrastructure, application development, systems integration, analytics and IT service delivery.

Record of performance effectiveness leveraging ITIL / ITSM, Lean, Agile, DevOps, Six Sigma, IT Balanced Scorecard and other best practices to deliver business value. Demonstrable leadership abilities include building cross-business Communities of Practice and developing cross-functional relationships throughout large multinational corporations.

Achievements in efficiency include reducing costs by streamlining process, reducing errors and automating self-service as well as minimizing risks through good governance by performing CMMI and benchmark assessments as well as in-depth program and project reviews.

STRENGTHS

- Develops actionable IT strategies that demonstrate meaning, purpose, value and relevancy.
- Provides governance, thought leadership, performance management and measurement.
- Champions strategic initiatives across lines of business from buy-in to measurable improvement.
- Summarizes complexity and communicates effectively in the Board room as well as Town Halls.
- Intuits customer or executive requirements to deliver in unique ways that exceed expectations.
- Successful record of designing, developing and launching apps internally and in the marketplace.

ROLES

IT Strategic Planning – Advisor

- Developed and articulated strategy plans alongside 7 global enterprise CIOs / CTOs.
- Drive delivery and execution of each strategy by tracking milestones and quantifying progress.
- Continuously improve IT by translating technical details and root causes into business impact.

Strategic Initiatives – Champion

- Articulated the vision and led a joint team to build and test Adobe InDesign at Time Inc.
- Championed global strategic initiatives from HQ and reported progress by LOB and function.
- Directed major upgrades of Forbes business systems including Finance, HR, IT, Sales & Marketing.

Performance Management – Analyst

- Persuaded the CEOs of Reed Corp., Elsevier and LexisNexis to deploy NPS to improve retention.
- Established KPIs and developed an operational BI scorecard used by Reed executives in decisions.
- Designed and deployed an automated self-service tool for gathering, reporting and drill down.

Technology Leadership – Pioneer

- Built one of the first dotcoms in 1994 and was shipping product within 3 months.
- Strategic advisor for registered Salesforce.com consulting partner who is developing tools for marketing cloud (CRM), the Internet of Things (IoT) and the personal cloud market (VRM).

Speaker and Published Author – Communicator

- Present practitioner insights at conferences and facilitate various cross-business workshops.
- Provided advisory services to major corporate buyers to guide their investment decisions.
- As editor, provided product input to the big tech vendors resulting in, for one, the first Wizard.

EXPERIENCE

North Highland Worldwide Consulting, New York, NY

2015 to Present

Affiliate

- Provide consulting and advisory services to clients for this mid-size consulting group.

Information Answers, Hoboken, NJ

2014 to Present

Chief Advisor

- Develop the value proposition and business case for building personal cloud or VRM prototypes.

Reed Elsevier, New York, NY

2003 to 2013

Corporate Technology Director

- On behalf of Reed Elsevier HQ in London, traveled to the firm's global business units to lead strategic initiatives, provide governance, reduce risks and develop performance measures.
- Consulted with internal business unit C-Level clients on major programs in North America, the UK, the EU and Australia with recommendations focused on revenue drivers and retention.
- Led a PMO program that provided transparency into a technology shared service of 800 people with a budget of \$275M and \$50M in capital, thereby enabling the transition to cloud services.
- Leveraged corporate governance role to build and run a Community of Practice.
- Reduced the cost and risks of CRM programs, for one, saving \$3M on Siebel within Elsevier.

JohnButler.com, Hoboken, NJ

2001 to 2003

Management Consultant

- As an independent consultant, assessed current state, developed target state recommendations and guided the deployment of solutions to meet the business and technology needs of clients.

Forbes, New York, NY

2000 to 2001

Director, Corporate Business Systems

- Modernized every business system including HR, Finance, IT, Sales and Marketing.
- Led the development of solutions such as one to coordinate the 400 Forbes annual events.
- Obtained support for initiatives by presenting business cases to Tim, Kip and Steve Forbes.

Time Inc., New York, NY

1995 to 2000

Office of the CIO

- Recruited by the CIO to co-develop a technology strategy and optimize fragmented IT spending.
- Developed roadmaps to consolidate systems and groups as well as reduce operating expenses.
- In partnership with Adobe, led a team to design a new digital publishing solution that integrated Time Inc.'s advanced print and online systems across its 100+ magazines.
- Articulated the vision to win support of the executive teams within Time Inc. and Adobe Systems and led the prototyping of InDesign and InCopy at Fortune magazine – after launch, the products became the new industry standard and remain the cornerstone of Adobe's Creative Cloud.

Technology&Media.com, San Francisco, CA

1994 to 1995

Director, Startup Operations

- Recruited to source, build and deploy all infrastructure and business systems for this dotcom.

Ziff Davis, Media, PA

1989 to 1994

Technology Editor & Advisor for the Seybold Report

- Companies based investment decisions on the Report's reviews, news and advisory services.

EDUCATION

BSBA, Penn State University

Majored in Business Management in addition to Finance, MIS and Quantitative Business Analysis

ITIL

V3 Foundation Certification

John Butler

Biography

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John Butler has built a distinguished career defined by game-changing achievements from within some of the largest media brands and companies in the world, namely Reed Elsevier (parent of LexisNexis), Time Inc., Forbes and Ziff Davis. His accomplishments often required close working relationships with major technology firms where Butler's foresight and leadership helped bring new products and innovations to market, among them, Adobe InDesign and the first software Wizard as part of Microsoft Publisher (and then, every other product).

Currently, Butler is an Affiliate with North Highland and Chief Advisor for Information Answers Ltd., a UK-based consultancy that connects marketing clouds to emerging personal clouds as a registered Salesforce.com consulting partner. Information Answers provides data and technology solutions to major organizations with expertise in analytics, data science, marketing cloud (CRM) and Personal Cloud (VRM). Butler also leads strategic initiatives to develop performance measures, i.e., the technology, financial and customer metrics that drive improved marketing effectiveness, ROI and customer experience.

From 2003 to 2013, Butler served Reed Elsevier HQ in London, often traveling to its international subsidiaries to provide governance, thought leadership and risk management for major customer systems such as Oracle Siebel and Salesforce. Butler led a cross-business Customer Information Leadership Forum focused on data governance and, sponsored by the CEO, he also developed an online resource center of Customer Experience best practices.

As Reed transformed from print to digital, it consolidated disparate IT operations and datacenters into a global shared service. As its customers migrated to online solutions such as ScienceDirect and Lexis.com – each with annual revenues up to \$1B – high availability of the firm's 400 online applications became mission critical. Butler was challenged to deliver transparency into this new shared service of 800 people with a budget of \$275M and \$50M in capital. He led a metrics program that successfully gathered new KPIs and developed an automated solution that translated technical details into executive summary reports distributed to the firm's top 100 executives with online drill-down functionality. For starters, his data-driven analytics changed management's focus on hardware as the root cause of outages, to the compelling real need to fix its application code.

Prior to Reed, Butler led the modernization of every business system at Forbes, including HR, Finance, Marketing and Application Development. He also developed several custom solutions, including a system to manage the 400 Forbes events a year and automating the production of the 900-page U.S. Social Register (owned by Forbes).

From 1995 to 2000, Butler was a program director for Time Inc. where he successfully articulated his vision to build an alliance with Adobe and developed a solution that could replace the various magazines' redundant QuarkXPress systems. After winning support from Time and Adobe's CEOs, Butler set up a lab and led the requirements gathering and prototyping at Fortune magazine along with Adobe's senior engineers. Today, InDesign is part of Adobe's Creative Cloud and the digital publishing standard for media professionals worldwide.

Butler graduated with honors from Penn State University with a BSBA in Management and Quantitative Business Analysis. His continuing education includes ITIL v3 Foundation Certification. Additionally, over the course of his career, Butler sourced and partnered with both boutique and major consulting companies, working closely with firms such as IBM Global Services, PwC, Accenture, McKinsey, KPMG, BearingPoint and Deloitte.

Butler and his wife Kate live in Hoboken, New Jersey.

Recommendations for John Butler

Year	Pic	Individual	Recommendation (e.g., on LinkedIn)	Abridged for JohnButler.com
1994		Norman Pearlstine Chief Content Officer Time Inc. John worked for Norm	John Butler served as Technology & Media's Production Director/Systems Consultant. I have known a lot of production and technology experts over the years but have seen very few who combine John's formidable skills with first rate journalistic instincts. John is one of those rare talents who not only understands how to gather and distribute information but also how the customer will use that information. He is also a delightful colleague. Totally unselfish and dedicated to completing any task assigned him. I am happy to recommend John for a senior position with any publishing or online enterprise who could benefit from his talent, especially if you are willing to delegate authority and responsibility. You will never be disappointed.	<i>"John is one of those rare talents who understands how to gather and distribute information and also how the customer will use that information. I recommend John for a senior position with any enterprise who could benefit from his talent, especially if you are willing to delegate. You will never be disappointed."</i>
2006		Sir Crispin Davis Former CEO Reed Elsevier John worked for Crispin	Just wanted to say thanks and express my appreciation for all the excellent work you are doing on the Customer First front. A programme like this needs a strong advocate, and you are certainly that.	<i>"Just wanted to say thanks and express my appreciation for all the excellent work you are doing on the Customer First front. A programme like this needs a strong advocate, and you are certainly that."</i>
2014		Keith McGarr Former CTO Reed Elsevier John worked for Keith	John is outstanding. He brought a strong passion for the customer. He led the development and execution of customer strategy and systems. In a corporate center role, he was successful because of his knowledge and the respect of divisions. I strongly recommend John.	<i>"John is outstanding. He brought a strong passion for the customer. He led the development and execution of customer strategy and systems. In a corporate center role, he was successful because of his knowledge and the respect of divisions. I strongly recommend John."</i>
2013		Debra Cowell Global Client Executive IBM Debra provided services and contractors to John	John adds value by understanding the value of the products and services that organizations provide to the enterprise. He understands how to communicate that value qualitatively and quantitatively both upward to senior executives and laterally to drive continuous improvement.	<i>"John adds value by understanding the value of the products and services that organizations provide to the enterprise. He understands how to communicate that value qualitatively and quantitatively both upward to senior executives and laterally to drive continuous improvement."</i>
2013		Catello Landolfi Responsable de l'audit interne LexisNexis France Catello was an internal corporate "customer" of John's	The impact John made to the monitoring and reporting on continuous improvements activities across his organization was significant and benefited me and others to a great extent. He implemented the necessary tool to report on and to analyze what really mattered in a service oriented IT organization. I find John to be methodical, detailed oriented, and with a true customer service mindset. He is a 'lateral thinker' and these qualities drove excellent results in the areas John was responsible for.	<i>"The impact John made on a global scale was significant and benefited me and others greatly. John implemented a much needed solution to view and analyze what really mattered in a service-oriented IT division. John is methodical and detailed, with a true customer service mindset. His lateral approach drove excellent results."</i>
2013		David Hicks CEO Mulberry Consulting David provided services for John and other senior executives at Reed Elsevier	I've worked with John in his different roles in Reed Elsevier for 7 years. He's one of the most tenacious and passionate Customer Experience professionals I've met. Publishing is a tough nut to crack but John managed to convince literally C suite execs to pilot a customer strategy, kick off pilots and then pulled together a group center of excellence the impact of which is still felt today both inside the company and its customers. He has an innate understanding of assessing how things impact and fit together and this has served him well more recently in setting up from scratch a customer metrics capability from scratch and embedded this across and deep into the business. If you need a passionate analytical thoughtful and determined customer experience professional John is your man. I recommend him unreservedly.	<i>"John is one of the most tenacious, passionate and determined Customer Experience professionals I've known. John convinced C-level execs to pilot a customer strategy, kick off pilots and pulled together a center of excellence, the impact of which is still felt today. If you need a passionate, analytical and determined professional, John is your man. I recommend John unreservedly."</i>
2013		Leo Cronin Vice President and Chief Security Officer Cincinnati Bell Leo worked with John	I worked with John over the years on our metrics gathering and scorecard framework used for continuous improvement and executive reporting. John is an expert in this field and created a very useful tool for the technology team and company business management. I would recommend him for any senior business analyst or decision support role.	<i>"I've worked with John on our scorecard framework to drive continuous improvement. John is an expert and led the development of a tool adopted by both technology and business management. I would recommend him."</i>
2013		Doug Hull Operational Readiness Program Manager Reed Elsevier Technology Services Doug worked with John	John has a great knowledge of the types of information that 'C' Level executives are going to need in order to create strategic and tactical decisions based on the current status of the company. He was able to take hundreds of different metrics and create several different views for each area of the company. He also created a database that would allow all of the metrics to be reported on in various different views. In summary, John has an ability to understand how to take all of the various metrics that are created in a Fortune 100 company and drill it down to a level that Senior levels can report the past and predict how to move forward. This is a very special skill!	<i>"John anticipates the needs of C-level executives. For us, he took 100s of KPIs and developed a self-service analytics solution using a solution that he designed. John can consolidate all the metrics within a Fortune 100 firm with enough drill down to understand the past and predict how to move forward – a very special skill!"</i>

Recommendations for John Butler

Year	Pic	Individual	Recommendation (e.g., on LinkedIn)	Abridged for JohnButler.com
2013		Tom Klein Senior Content Architect Avon Products John worked for Tom and Forbes	I had the good fortune to work with John at both Time Inc. and Forbes. I knew him to be a strategic thinker who always had innovative ideas as well as effective methods to communicate and translate those ideas into tangible solutions. John had broad knowledge of IT industry trends and was able to bring in quality resources when needed. I always knew John to be a hard-working, creative professional and I would recommend John for any technology leadership position.	<i>"At Time Inc. and Forbes, I knew John to be a very pragmatic strategist who always had innovative ideas as well as effective methods to communicate and translate those ideas into real, cost-effective, tangible solutions. I recommend John for any technology leadership position."</i>
2013		Jim Parsons Software Engineer Reed Elsevier	John has a very rare skill. He can articulate his vision so well that a development team like ours was able to deliver analytics solutions successfully time and again. He thrives in iterative, agile development and user-centered design – evidenced by broad and immediate user adoption with little or no training.	<i>"John has a very rare skill. He can articulate his vision so well that a development team like ours was able to deliver analytics solutions successfully time and again. He thrives in iterative, agile development and user-centered design – evidenced by broad and immediate user adoption with little or no training."</i>
2013		Fred Geerkin ITSM Reed Elsevier John worked with Fred	John is a strategic practitioner with the business experience and technical background for success in analytics. John translates complexity and communicates solutions in a unique way that the business understands. John's ability to create compelling presentations is unique, adding value and inspiring action.	<i>"John is a strategic practitioner with the business experience and technical background for success. John translates complexity and communicates solutions in a unique way that the business understands. Also, John's talent for creating compelling presentations that add value, drive change and inspire action is quite rare."</i>
2014		Robyn Sharp Senior Analyst Reed Elsevier Robyn worked for John	I reported to John and learned a great deal. John is focused, hard working and produces exemplary results. He delivers the best and expects the same. John hired, cultivated and led our team very effectively with a straightforward and collaborative approach. He drove hard, but if you are open to learning, his coaching pays dividends. I would be delighted to work for John again.	<i>"I learned a great deal from John. He is focused, hard working and produces exemplary results. He delivers the best and expects the same. John hired, cultivated and led our team very effectively with a straightforward and collaborative approach. He drove hard, but if you are open to learning, his coaching pays dividends. I would be delighted to work for John again."</i>
2014		Dean Marker IT Manager Reed Elsevier Dean worked for John	I worked with John to establish the Continuous Improvement and Analytics Team. John was fantastic to work with, he has vision and an intrinsic understanding of what the "C" level executive wants. He has a gift of balancing true information with the correct level of detail to allow executives to make informed decisions. In addition, he has an amazing level of attention to detail that makes everyone on the team improve. It was truly a gift working with John, and I hope that I will have the opportunity to work with John again.	<i>"John was fantastic to work with, he has vision and an intrinsic understanding of what C-level executives want. He has a gift of knowing the level of detail to enable executives to make informed decisions. His amazing attention to detail helps everyone on the team improve. It was truly a gift working with John, and I hope that I will have the opportunity to work with John again."</i>
2014		Bob McCarthy Former General Counsel Time Inc. John worked for Bob	When I joined Time Inc. as its General Counsel, the legal department needed a complete technology and process overall. On my behalf, John analyzed the situation, pitched the ROI for an end-to-end legal document management solution to CFO Joe Ripp and myself. The program John then led was an enduring success and made my 40+ legal team more efficient and productive almost immediately. John proved himself beyond any doubt and earned my complete trust as someone who knows what he is doing at a senior level and delivers the benefits he promises. I highly recommend John.	<i>"When I joined Time Inc., the legal department needed a technology and process overall. On my behalf, John analyzed the situation, made the case for an end-to-end solution and led the program. The result made my 40+ legal team more efficient and productive almost immediately and John earned my complete trust as someone who delivers the benefits he promises. I highly recommend John."</i>
2014		Paul Auclair, PhD Process Engineer Former LexisNexis John worked with Paul	John is a visionary thought leader who distills the chaos of real-world business complexity into clear, salient insights needed for executive-level action and decision making. In the same way, John consistently captures the Voice of the Customer from what are often ambiguous requirements -- and he envisions solutions that most often exceed expectations. While driving solution design, development, and deployment, John subtly and skillfully gains the necessary buy-in by influencing attitudes and perceptions. In short, John is a remarkably gifted and effective leader who can influence executive decisions and who can catalyze people around innovative solutions that surpass customer requirements and transform businesses. Highly recommended change agent!	<i>"John is a visionary thought leader who distills business complexity into actionable insights. John adeptly captures the Voice of the Customer from ambiguous requirements and delivers beyond expectations. John subtly and skillfully gains buy-in by influencing key stakeholders. John is a remarkably gifted and effective leader and a highly recommended change agent!"</i>