
EXECUTIVE SUMMARY

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 roles in the IT, Supply Chain, and Telecommunications Industries. As senior management, Wedge is comfortable recruiting and leading teams of 5 to 50 highly capable staff. Walking in the door, he supplies innovation leadership for organizations needing improvement in IT and communications or help with marketing.

Wedge’s primary emphasis is on strategic thinking and he is passionate about leveraging technology, policy and processes to drive new business initiatives. For Wedge, the foremost task is discovering your organization’s ideal business facilitators. As an agent of change, Wedge hates inefficiency. He thrives on finding opportunities for extracting value using state-of-the-art technology and then proceeds to implement solutions. 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 into a chaotic situation, quickly ascertain what your business needs most from technology or process, and then starts your team collaborating on building successful fusions of processes, advanced software, platforms, and telecommunications.



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.

CONTACT INFORMATION

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Wedge swaps hats as needed. He is valuable as a product inventor, Business Analyst, Systems Architect, industry analyst, or in marketing communications. He can inspire and lead a top producing team or be comfortable supporting large organizations as a strategic individual contributor.

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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