

David F. Giannetto – Professional Biography

David F. Giannetto is a nationally respected thought-leader in the areas of business intelligence, enterprise performance management, information management, big data and analytics. He helps organizations leverage information—providing both the technology and methodology necessary to create, understand and utilize it to improve performance. He has led some of the most complex information-driven initiatives for today's leading brands and has been listed as a thought-leader by the *American Management Association*, *Business Finance Magazine* and *Consumer Goods Technology Magazine*. He is SVP of Professional Services at Astea International, the leader in workforce management and mobile workforce technology.

David is the author of *Big Social Mobile: How Digital Initiatives can Reshape the Enterprise and Create Business Value* (Palgrave Macmillan 2014), the first enterprise-level methodology that helps organizations integrate social media, mobile technology and big data into their core people, processes, technology, information and strategy to create tangible improvements in revenue and profit. This work builds upon his first book, the award winning management methodology, *The Performance Power Grid, The Proven Method To Create and Sustain Superior Organizational Performance* (Wiley, 2006), that defined how organizations use internal information to improve performance. He is known for creatively combining technology with progressive management methodologies that join traditional enterprise functions and data with digital---big data, social media & mobile technology---initiatives to create differentiation, influence consumer behavior and create sustainable superior performance.

David is a former columnist for *USBusiness Review*, currently writes for the American Management Association, the Huffington Post, is a columnist for *Wholesale & Distribution International Magazine* and has contributed to numerous national magazines. He is a frequent keynote speaker on topics ranging from improving the effectiveness of digital initiatives, organizational performance, risk management and the impact of technology on organizations and consumer behavior.

David began focusing on information and technology over fifteen years ago as the driving force behind the Business Performance Management and Reporting initiative at the **United Nations Secretariat** and has led initiatives at a diverse group of organizations, ranging from internet start-ups to some of the world's largest organizations, including:

- **FujiFilm**'s award-winning performance management initiative, giving them an industry-leading competitive advantage for over two years, and redefining the entire consumer goods rebate industry.
- **Seattle City Light**'s award-winning EPM initiative refocusing the entire organization on providing superior customer service and safe, economical, environmentally friendly energy.
- Shaping the EPM vision for organizations such as **NiSource, JPMorgan, Black & Decker, Kelly Services, Regeneron Pharmaceuticals, Mediacom Communications, WHX Handy & Harmon** and **Health Care Service Corporation (HCSC)**, embedding a new management methodology and re-architecting their Management Information Systems to improve financial and operational performance.
- **BlueCross BlueShield of Minnesota**'s EPM initiative allowing them to reduce the total cost of care without sacrificing the quality of care, while also reacting to the changing demographics and buying habits of their membership and customer base.



- **NCAA, Staples, Sirona, Big-Y** and others while leading the **SocialAxxess25 Executive Working Group** to utilize social media at the enterprise-level to drive overall performance, create a more customer-oriented organization and yield a return on investment.

David's client list also includes BlueCross BlueShield of Minnesota and 5 other states, Coca-Cola, Pepsi, Roche, Schering-Plough, American Express, Scholastic books, Engelhard Chemical, Men's Warehouse, the Huntington Learning Center and others. He is also **Chairman of the Board** for the Spina Bifida Resource Network, and a former **MBA Professor** at Rutgers University (rated as one of the top 20 programs in the world).

David earned his MBA from Rutgers University and was a regular army officer in the 10th Mountain Division. His second book, *The Decoy Artist, America's last Hunter-Carver* (Pelican, 2010) was nominated as NJCH Book of the Year.

Social Media

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