



Outsell's Technology Leadership Council

As a senior information product technology executive, you are charged with making well-informed and forward-looking decisions as your organization faces changes to business models, workflows, and technologies that come with new digital content products, channels, and platforms. You need to:

- Keep up with the rapid pace of information technology
- Determine which new technologies and product strategies will best support your organization's business objectives
- Communicate benefits and risks in non-technical language to senior management colleagues
- Deliver new products on schedule

At Outsell, we can help you keep ahead of these challenges.

Outsell's Technology Leadership Council (TLC) is an invitation-only, annual member service for chief technology officers, chief information officers, vice presidents of IT, vice presidents of products, and technology leaders of publishing and aggregation companies or large business units.

The TLC provides a confidential, peer-to-peer environment for sharing ideas, best practices, strategies, development methods, and other topics of specific interest to senior information product technology management.

Councils are led by senior executives and technology analysts from Outsell and its Gilbane Group division who have decades of experience with product development. They lead meetings and, throughout the year, update members on industry trends, point out new research, and collect member ideas for research to develop for council meetings.

Technology Leadership Council Membership Privileges

- **Exclusive peer group.** Members support each other by sharing experiences, best practices, and opinions on technologies, strategies, product development, and working with other management functions, all in a confidential collaborative environment.

- **Member-only council meetings.** Council meetings are held twice a year; in Boston/Cambridge in October and in San Francisco/Silicon Valley in March, with agendas driven by member interests.
- **Council-specific research.** Meetings deliver exclusive Outsell research on technologies, development strategies, and technology use case studies, and may also include original research based on member interests.
- **Research reports.** Members receive selected Outsell research on topics of particular interest to the TLC.
- **Year-round communication.** Members may contact the Outsell executives and top-level analysts who facilitate the TLC at any time for top-of-mind input and to facilitate networking.
- **Insights.** Members receive our regular *Insights* providing analysis of breaking events, trends, and technologies affecting the information industry.
- **Premium Gilbane conference pass.** Members receive an invitation to the Gilbane conference on business application of content and web technologies.
- **Signature Event invitation for your CEO.** Membership includes an invitation for your CEO to attend *Outsell's Signature Event* at a special rate.

Your Technology Leadership Council membership enables you to:

- **Make the best use of your time:** Benefit from a peer-to-peer, invitation-only service created exclusively for people like you.
- **Discuss your issues in confidence:** Participate in off-the-record discussions, case studies, and best practice analyses of topics chosen by members, giving you the opportunity to problem-solve together with others who share your concerns and challenges.
- **Meet the best and the brightest:** Expand your horizons by sharing new ideas, learning, and networking with technology leaders across many information industry sectors.

Note: Competitors do not hold seats on the same council. Each council is limited to 20 members on a first-come, first-served basis.



Member-Driven Topics

Council members will drive the agenda, discussing topics such as:

- Content intelligence/Semantic tagging
- Improving “findability” of information
- Whether, when, and how to move to the cloud
- Using offshore resources on agile projects
- Flash vs. Silverlight vs. HTML5
- Best practices in information architecture
- Best practices in UI/UE
- Best practices in agile development
- Whether and how to build/integrate social technologies into products

Council Leaders

Frank Gilbane, President, Outsell’s Gilbane Group



Frank has 30 years of experience in information technology, including executive management of software development, product marketing, and founding multiple companies that analyze publishing, information, and content management technologies and standards. Throughout his career Frank

has educated and advised government agencies and Fortune 2000 companies on the strategic adoption, use, and risks and benefits of information technologies and standards, especially markup languages, and the integration of content technologies with other enterprise and publishing systems.

Marc Strohle, Chief Agility Officer, Outsell, Inc.



Over his 25-year career, Marc has held COO, SVP Operations, CIO, and CTO positions at companies including Gartner Group, Dataquest, Classroom Connect, and GTE Government Systems. His experience spans all aspects of information technology, business operations, and product development. Marc has broad expertise in creating and implementing business-driven technology solutions, creating technology products and services, and in web and software product engineering and development, product marketing, and information publishing.

Bill Trippe, VP & Lead Analyst, Outsell’s Gilbane Group



Bill has spent 20 years working with publishers on key, large-scale technology projects that span editorial, production, back office, and distribution operations. His areas of interest and expertise include XML, content management, digital rights management, print production, and the growing list of devices and platforms for digital distribution.

About Outsell, Inc.

Outsell is the only research and advisory firm focused on advancing the publishing and information industries. Our international team provides independent, fact-based analysis and actionable advice about competitors, markets, operational benchmarks, and best practices, so our clients thrive and grow in today’s fast-changing digital and global environment.

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