

John Matthews

Business Consulting \ Intelligence/Insight: Media & Ad-Tech | Mobile | CRM | Social Media | Green Tech ! Techpreneurs

john.matthews@comscient.com

Summary

A highly experienced, results oriented consultant, IT practitioner and IT analyst/industry specialist, and entrepreneur with strong business acumen. The founder of Comscient Group, a technology and strategic research company that informs and advises business and IT top management decision makers, entrepreneurs, and innovators.

Experienced in leading small and large scale consulting, business planning, IT due diligence and strategic business research projects for clients across the globe, often with challenging deadlines and budgets.

- 25 years experience working in IT including as a business analyst, project manager, and developer/implementer of customer relationship management systems, financial industry applications, and developing applications using business rules management systems and emerging information technologies.
- 20 years experience as a IT analyst/industry specialist and IT due diligence consultant.
- 18 years experience as a business owner and business manager.

My clients have included:

- IT vendors and IT entrepreneurs needing a sounding board or seeking research for and advice on business strategy, technology strategy, sales and marketing, acquisitions and strategic alliances (locating and evaluating), and sales channels and go-to-market execution.
- technology venture capital firms seeking to locate and evaluate new investment and technology buy-out opportunities.
- strategy and IT management consulting firms requiring research and advice to support client engagement teams in advising their clients.
- senior executives and business owners seeking research for and advice on matters related to business-technology planning, high stakes IT decision making, business requirements analysis, vendor and IT due diligence, and IT acquisition (locating and evaluating solutions, RFI/RFP

preparation and evaluation).

- IT marketing services firms seeking market research to incorporate into their clients' marketing campaigns.

Specialties

Marketing and Advertising, Media and Entertainment Sectors, Technology Sector, Mobile, Entrepreneurial Sector, Green/Clean Technology Sector, Strategic Research and Analysis, Business Planning, Software Selection and Acquisition, B2B Market Research, Futures Research, Technology Forecasting, Scenario Planning, Data Driven Decision Making, Technology Due Diligence, Commercial Due Diligence, Business Analysis, Competitive Intelligence, Management Education, and Decision Making Facilitation.

Experience

Independent Professional at Market Sentinel

October 2008 - Present (2 months)

Assisting Market Sentinel to develop their business in the US market and to provide clients with consulting services leveraging the Market Sentinel social media marketing intelligence platform. Market Sentinel provide a news and social media monitoring and measurement service BuzzMetrics. BuzzMetrics daily monitors 1.5 million news, blogs, forums, review, and other sites capturing and tracking brand and issue chatter and pinpointing key brand, market, and issue influencers. BuzzMetrics is used by advertisers and marketers as an integral part of planning, monitoring and measuring marketing campaigns, planning and executing product launches, reputation management, and crisis management.

Independent Professional and Strategic Adviser at Ad-Venture Media

August 2008 - Present (4 months)

Advising and assisting Ad-Venture Media to formulate their strategy and to build their network of strategic partners to go-to-market with, including making introductions to potential new partners. Ad-Venture Media is an innovative mobile advertising and mobile commerce company that harnesses Near Field Communications (NFC) technology to enable mobile phone users to interact with other advertising and promotional media such as broadcast, print, in-store, out-of-home including digital out-of-home. The Ad-Venture Media proposition enables advertisers and marketers to track and measure from a consumer viewing the advertisement, or accepting the promotion, through to the point of purchase.

President and Founder at Comscient Group

2004 - Present (4 years)

Comscient Group provides executive level technology and strategic research and advisory services. I lead Comscient providing consulting services to clients. My clients are media, entertainment, marketing, and advertising organizations / professionals, top tier global / niche

management consultants, M&A / venture capital firms, technology vendors, and technology entrepreneurs.

I help my clients research, analyze, and interpret the technology industry and marketplace and the impact of technology relevant to their role enabling them to make informed and actionable decisions. This assists them in high stakes decision making, technology or vendor due diligence, or in business, technology, or sales and marketing planning.

The service I provide helps clients locate and make informed and actionable choices about emerging technologies, vendors, strategy, trends, investment opportunities, sales opportunities, strategic alliances, software solutions, market research, and business partners.

2 recommendations available upon request

CRM Specialist/CTO/Co-founder/Owner at Fulcio Inc/FulcioCRM

December 2006 - March 2007 (4 months)

Co-founder/Co-owner of Fulcio Inc., a startup provider of business-technology advisory, business analysis, and project management services to small and medium size businesses. FulcioCRM, a division of Fulcio Inc., is a customer relationship management (CRM) software consulting services and provider of On-Demand CRM application software as a service.

Co-founder/Owner/Principal at INFACT Research - UK

1991 - 2004 (13 years)

I successfully led, managed and promoted INFACT Research to become a recognized European brand name in providing IT focused strategic research and advice to business and technology decision makers to do with CRM and financial services technologies. In addition, as the co-owner (and then latterly sole owner) and principle consultant I provided technology due diligence, strategic research and advised business and technology decision makers assisting them with IT selection and procurement, formulating long range IT plans and spending, IT-based business innovation, and other critical technology related business decisions. My clients included a number of the leading strategy and management consultancy firms, venture capital and private equity firms, and technology vendors and corporate technology users. I was also an editor and contributor to the INFORMA published Customer Relationship Technology in Finance monthly newsletter and a regular speaker on CRM in the Financial sector.

21 recommendations available upon request

Senior Consultant at INFACT Ltd - UK

1991 - 1991

Senior Industry Analyst (AI Systems and Intelligent Document Mgmt) at New Science Associates - UK/US (acquired by Gartner Group)

1989 - 1991 (2 years)

Software industry analyst/writer I wrote European research for NSA newsletters and reports, and

provided research and analysis consulting to NSA's European clients. New Science Associates was a U.S.-based IT analyst group providing subscription market research and consulting services on emerging information technologies. NSA was later acquired by the Gartner Group.

2 recommendations available upon request

Senior Consultant (Financial Sector: Intelligent Decision Support Systems) at Inforem Ltd - UK (acquired by CSC)

1987 - 1989 (2 years)

Consultant, interaction designer, data strategist, database designer, database modeler, and business analyst working on client engagements for a number of retail and capital markets financial services clients consulting on the application of artificial intelligence, business rules systems, database strategy and design, and interaction design. Including for trading decision support (Foreign Exchange and Options trading), AI- and rules- based automated electronic trading systems, rules-based personal financial planning systems and CRM/database marketing database development. While at Inforem, I consulted to a top tier global investment bank on developing decision support systems for a new type of fund being created called a Structured Investment Vehicle (SIV) kick starting a new multi billion dollar financial market. I also consulted to a large startup financial services organization on the selection, development and deployment of CRM and business intelligence systems.

4 recommendations available upon request

Senior Consultant (Financial Sector: Artificial Intelligence and Business Rules/Expert Systems) at Data Logic Ltd - UK

1986 - 1987 (1 year)

Consultant, interaction designer, and business analyst working on client engagements consulting on applications of artificial intelligence systems, software usability and user interface design, and software primarily for use in the military, and for use in financial services and capital markets (securities trading decision support and decision automation systems).

1 recommendation available upon request

Knowledge Engineer/Consultant/Trainer (Artificial Intelligence and Business Rules/Expert Systems) at Artificial Intelligence Ltd - UK (affiliated with Xerox Palo Alto Research Center)

1984 - 1986 (2 years)

I worked on client projects and new product development. I collaborated with teams at at AI Ltd's affiliate partner Xerox Palo Alto Research Center (Xerox PARC) on AI-based decision support systems including collaborating on the development of an interaction design software application called Trillium to assist the design and prototyping of user interfaces for industrial products such as photocopiers, VCRs etc. In addition, I worked as a consultant business analyst/knowledge engineer/cognitive task analyst including LISP programming and AI and object oriented programming working with clients in the office products and in the defense sectors. I was also a trainer for courses provided by AI Ltd to its clients and in addition was involved in developing new training courses and the development of new course material.

3 recommendations available upon request

Analyst/Programmer at British Steel (now Corus Group)

1983 - 1984 (1 year)

Business Systems Analyst and COBOL programmer working on head-office mainframe-based payroll systems.

Pensions Clerk at Axa Sun Life - UK

1976 - 1979 (3 years)

Education

Sheffield Hallam University

BSc Hons, Business and Computing, 1979 - 1983

Interests

new and emerging information and web technologies, due diligence, customer relationship management (CRM) systems, multichannel CRM, technology procurement, marketing analytics and marketing decision making, marketing process management and marketing automation, business rules management systems, start-ups, taming wicked problems, high stakes decision making, automated decision making, innovation processes, venture capital, new york technology community, web 2.0, knowledge management, knowledge communities, user centered innovation, user centered design, user interface design, user experience research, social web marketing, vendor management, vendor due diligence.

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33 people have recommended John

"John is a brilliant consultant, who is a seasoned professional with cutting edge insight into market trends. His research skills is second to none."

— **scott creighton**, was John's client

"John is a highly professional researcher and networker in the CRM space. He has current industry expertise and a wide range of contacts. Richard Heygate"

— **Richard Heygate**, *Chairman, Welford Technology Partners*, was a consultant or contractor to John at Comscient Group

"John is the most brilliant researcher that I have deployed as a third party ever. He and his team would be able to source very specific information in no time, and insights were always presented with a very solid fact base underpinning them. John's work is outstanding in all of its components: 1) Very precise engagement framing, even if the matter is broad, 2) careful planning of research activities, 3) excellent reach and critical mass of high quality expert / client interviews, 4) sourcing of other information sources and references. I recommended John multiple times to teams working with tough issues around provider selection and technology options, across OECD economies and emerging markets. All of them were highly pleased and invariably came back with positive feedback. Lastly, John is highly creative on the business side, with a flair to understand your needs beyond specific engagements, and adapt flexibly services according to needs. As office manager, he approached me with new ideas, always trying to help consulting teams stay on top of the best content available in the industry. I remain available for anyone needing more specific references for anyone considering John's work."

— **Alejandro Picos**, was John's client

"John conducted a survey and compiled a report for me whilst I was working at EDS in which he reflected the views of a number of large financial institutions regarding the use of outsourcers in card transaction processing. The result of this survey allowed EDS to capitalize on some real opportunities in the Central European card arena and also shaped EDS's strategy for processing in the medium to long term. I think John's assessment of what the customer wanted was accurate and his report gave a useful view of the landscape and key player's 'top of mind' issues. John's work

was good value for money and I would not hesitate making use of his services again should the opportunity present itself."

— **Alletia van der Zandt**, was John's client

"I knew John as one of the founders of INFACT Research and as an excellent and knowledgeable industry analyst for both the financial industry software and the customer relationship management software marketplaces. John's knowledge and insight of the European CRM marketplace stood out among the other industry analysts and industry consultants who covered this area and I found his insights of great value and use. I would not hesitate to use John again or to recommend his services to others"

— **Debra Fox**, was John's client

"John has an instinctive and creative understanding of the application of IT. Working together on intelligent financial services applications during the challenging and constantly changing times of Big Bang (financial deregulation of the London financial markets), John focus on listening to his clients, and being adaptive and flexible with his software designs, ensured that his solutions to complex investment backing problems always exceeded expectations."

— **Andy Shaw**, *Consultant, Inforem*, worked directly with John at Inforem Ltd - UK (acquired by CSC)

"John provided very good quality reseach on the IT industry - hard to get stuff - Timely, great value and incredibly helpful"

— **Julian Allen**, was John's client

"John provided excellent service at INFACT. We were doing a complex mistery shopping at the time for high value business decisions. He was able to find information from creative and unusual sources, and provided very structured and detailed reports that were instrumental in helping us make crucial business decisions. I highly recommend him as a business partner."

— **Boris Leite**, was John's client

"John provided an excellent IT market research service that supported us during a crucial, decision-making stage in a major change programme."

— **Paul Costelloe**, was John's client

"John approached me with a business opportunity as part of some market research that In-Fact were undertaking. From this we got to know each other and exchanged information over a number of years. John built-up In-Fact research into a real alternative to the run-of-the mill analysts with little real experience of the subjects they profess to be experts in. In-fact does a thorough, unbiased

and professional job. John should be proud of his achievement."

— **martin cheetham**, *Head of Pre Sales/Sales, Sanchez Computer Associates*, was with another company when working with John at INFAC Research - UK

"John supported McKinsey in a number of projects providing information and recommendations about specific industries/software packages. He always demonstrated competence, professionalism, strong knowledge of the relevant areas and timely delivery."

— **Michael Bloch**, was John's client

"John delivered impeccable research on IT providers on multiple occasions during 1997-1999."

— **Tobias Baer**, was John's client

"John supported me on a number of project for McKinsey clients providing information and advice about the banking software market and specific information and due diligence regarding certain banking software vendors that helped us clarify options for our client. John has proved to be a pleasure to work with and always quick to respond to requests for information and advice demonstrating expert knowledge and insight into the software markets and vendors we needed information and advice on."

— **Damian Zaplata**, was John's client

"John is an extremely diligent, detail-oriented analyst and consultant who also understands the "big picture" facing a client. His work always received the highest praise."

— **Ken Sonenclar**, *President/CEO, New Science Associates*, managed John at New Science Associates - UK/US (acquired by Gartner Group)

"During the period from 1994-1998 McKinsey was building its CRM practice in the UK and Europe, centered around a core group based in London. John provided a range of market research services building on his deep expertise in both the market and technology aspects of CRM. In addition, John brought a deep and practical insights in the finance sector to our clients in both the UK and more broadly across Europe and in Germany where I was working at the time. John not only helped us solve problems for the clients, he built our skills and credibility. He was and is a most enjoyable and collegiate service provider"

— **Rod Laird**, was John's client

"John is a great professional, and worked with us on several projects including a pan-European market research study of the Human Resources market. Infact research delivered a high quality report on time, with a good and clear understanding of the market and with the all-important integrity required for this kind of work. I have no hesitation in recommending John for future projects

of this nature."

— **Julian Kulkarni**, was John's client

"John was a member of our Advanced Technology Group, and also developed expert systems for financial and military applications. He made a deal with his previous employer, Artificial Intelligence Ltd, to loan an artificial intelligence worth £50000. This was used to develop a smart rules-based tool for interactively and graphically specifying trading room schematic designs: - for laying out the number of desks - for the information feeds to the desk - price quotations for fitting out the trading room - for assessing "what if?" scenarios. The project was John's idea. He built the prototype, and presented it to a number of prospective clients for the Data Logic's trading room technology, including Salomon Brothers New York trading room group. John is a self-starter, innovative, with a "can do" attitude."

— **Duncan Moore**, *Director, Data Logic Limited*, managed John indirectly at Data Logic Ltd - UK

"John has repeatedly assisted me and my teams with fact-based evidence in very short timeframes. I have gone through different companies but always considered John and InFacts as a reliable supplier. Strongly recommended."

— **Giuliano Giovannetti**, was John's client

"John did an independent technology audit of our product for a customer. I've never seen a better job -- he went deep into a complex topic, understood it all very well, got to the critical points, and articulated the whole thing (good and bad) for his client in an incredibly understandable way. He's direct, honest, and professional. I'd like to have hired him."

— **Norton Greenfeld**, was John's client

"John provided some excellent strategic counsel and market information that resulted in our adding a significant new revenue stream. I have found John to be insightful and personable. I enjoyed working with him and would not hesitate to do so again."

— **john schultheis**, was John's client

"John led the Inforem team working with Applied Expert Systems and a major U.K.insurer to evaluate the market and develop specifications for an innovative sales support system built on a retail financial advice platform. The project was brought in on time and budget. All-in a great success."

— **Lou Odette**, was John's client

"John brought a great energy to the understanding and development of the User Interface -- he made many significant contributions to projects delivered by AIL"

— **William Pickles**, *Visiting Consultant, Artificial Intelligence Ltd*, managed John indirectly at Artificial Intelligence Ltd - UK (affiliated with Xerox Palo Alto Research Center)

"In-depth expertise coupled with thoughtful analysis are both key to Johns excellent results - Recommended"

— **Eddie Byers**, was John's client

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— **Marcus Schaper**, was John's client

"John was the driving force for the European AI and IDM research, directly advising clients across Europe and gaining their respect as a leading international authority in his field."

— **Paul Waller**, *Managing Director, New Science Associates*, managed John at New Science Associates - UK/US (acquired by Gartner Group)

"Working with John has been a pleasure, as he has a strong combination of subject matter expertise and research capability."

— **Nicholas Coutts**, was John's client

"John worked for a Distributor for IntelliCorp in the UK, and did excellent work supporting partners and customers. He has a keen understanding of technology and how to apply it to fixing business problems."

— **Simon Clephan**, was John's client

"John worked in the consulting group and was very busy with client projects across a number of different sectors. A popular and personable professional, John was one of the few who appreciated the vital link between marketing, sales, training and consulting."

— **Martine Parry**, *Product Manager, AI Ltd*, worked with John at Artificial Intelligence Ltd - UK (affiliated with Xerox Palo Alto Research Center)

"John is a fount of knowledge in his area, and all that you'd want from a consultant: thoughtful, consistently helpful & full of energy."

— **Robert Suttie**, *Director, Informavores Ltd*, was with another company when working with John at Comscient

"John provided an excellent timely summary of the packaged software available for banking services to a number of my South American banking clients, which was very helpful in their selection of systems"

— **Matt Schofield**, was John's client

"John is a diligent professional who never leaves a problem unresolved. He is a pleasure to work with."

— **Paul Whipp**, *Senior Consultant, Artificial Intelligence Ltd*, worked directly with John at Artificial Intelligence Ltd - UK (affiliated with Xerox Palo Alto Research Center)

"I cooperated with John and his colleague Iain Campbell while I worked at IBM as a global financial services executive. We had a need for deep FS industry research in order to produce and deliver business solutions that 'hit the spot'. While we had excellent exec contacts and qualitative research methods from our own client coverage and deployment work, we needed to supplement these with research on market size and shape, future spend focus etc. In particular this research needed to be aligned in new ways that reflected the emerging market conditions we were seeing rather than the traditional market segmentations - linked to business issues such as CRM and to IT infrastructure spend on channels, MDM, analytics and in other areas. Key connections included McKinsey, Infact and Informa. John and his colleagues were easy to work with, ready to provide and customise what we needed, but also willing to include our own knowledge and research as peer contributors. Such a mutual relationship benefits everyone and provides an exchange of value rather than a traditional client / supplier relationship. Great things resulted for both parties, with IBM's substantial move into FS solutions, achieving 20-30% compound growth in selected areas of FS, moving from dependence on hardware and software to a substantial consultancy and systems integration business, also expanding rapidly in local markets, global clients and emerging markets such as China. No doubt John has developed his contacts and skills further since then and will make a success of his own www.comscient.com business for himself and his current clients and partners."

— **Bryan Foss**, was John's client

"I would most happily recommend John - he worked diligently providing me with market research for many years - his attentive support was greatly appreciated."

— **Mary-Anne Tilbury**, was John's client

[Contact John on LinkedIn](#)