

Professional focus:

Mr. Carlson helps organizations boost revenue, customer satisfaction and efficiency via well executed information and knowledge management initiatives. His experience spans enterprise wide internal portal projects to major e-commerce sites. To all projects a deep knowledge of semantic technologies, taxonomies, business processes, and data governance is utilized.

Relevant capabilities:

Extensive experience analyzing, designing, and developing enterprise information management applications. This includes the design of metadata schemes, taxonomies and ontologies to be applied in enterprise search, knowledge management, automated categorization and content management applications. Participation in the full product lifecycle management of custom, web and shrink-wrapped information management applications.

Relevant accomplishments:

- For REI, developed detailed taxonomy and metadata recommendations to support a multi-million dollar ROI.
- For REI, developed an executive summary of the project that was presented to executives, IT, marketing and the online team.
- For REI, oversaw the RFP process for the acquisition of a taxonomy tool set.
- For a major venture capital company, identified and researched potential semantic based enterprise applications spanning business intelligence, desktop utilities and social media.
- For SchemaLogic, designed taxonomy solutions for IBM, Raytheon, Disney, Freshfields, Corbis, the UK Ministry of Defense, Genentech, Boeing, Pfizer and the Associated Press.
- For SchemaLogic, helped determine product and company direction playing a leadership role in implementing enterprise solutions.
- For SchemaLogic, managed the development of training materials and delivered most of the training to customer and new employees.
- For SchemaLogic, REI, SmartStuff Software and Compuware, provided project management and project leadership.
- Has lectured and taught classes at the University of Washington, University of Toronto, University of Wisconsin, and University of North Carolina.

Employment history:

- Gary Carlson Consulting, LLC. Principal, 2008-Present.
Mr. Carlson provides strategic and implementation services: knowledge and information management, social media infrastructure, taxonomy and metadata analysis, information governance, business rule management, project plans, RFP support, infrastructure readiness and overall information strategy.

- SchemaLogic. Chief Taxonomist, 2005 – 2008.
Mr. Carlson helped determine product and company direction playing a leadership role in implementing enterprise solutions. He provided solution design and data modeling expertise and guidance to all major customers and was directly involved in closing some of the largest accounts. He designed information and taxonomy solutions for customers including IBM, Reed Business International, Raytheon, Disney, Corbis, the UK Ministry of Defense, the Church of Latter-day Saints, Boeing, Pfizer and the Associated Press.
- SchemaLogic. Senior Product Manager, 2002 – 2005.
Mr. Carlson provided product direction by working closely with customers, marketing, sales, and engineering. He prioritized features, created the product road map, and managed major releases of the product line. In this capacity, he did extensive research into knowledge management, search, automated categorization, natural language and taxonomy/ontology technologies. Additionally, he oversaw the patent process and worked very closely with the sales team on major prospects.
- Compuware Corporation. Project Manager/Functional Analyst, 2001-2002.
Mr. Carlson provided project management expertise to a Microsoft group that was documenting and changing its development process. He designed the technical aspects of implementing this change. He worked internally at Compuware on HIPPA prototype and helped write project proposals.
- Primus Knowledge Solutions. Senior Functional Analyst, 2001.
Mr. Carlson was a technical member of a team charged with designing new knowledge management products and re-designing existing products for new content and knowledge management markets. He provided subject matter expertise in the acquisition process of an auto-categorization company to augment Primus's core product suite.
- Chase Bobko, Inc. Content/System Analyst, 2000–2001.
Mr. Carlson worked on many projects designing taxonomies and taxonomy management tools for content management systems and web sites. He worked on the “Connection by Boeing” project designing the metadata definitions needed to meet a unique set of business requirements.
- Microsoft. Program Manager, 1999–2000.
Mr. Carlson managed the development of a taxonomy management tool that allowed users to build and manage multiple dictionaries, elements and element groups.
- SmartStuff Software. Program Manager, 1996-1999.
Mr. Carlson oversaw the entire release cycle of multiple products. He worked closely with in-house and external developers, managed test and documentation teams, and worked directly with the CEO on product strategy.

Education:

- B.A., Philosophy, Reed College.