

R. Todd Stephens, Ph.D.
Curriculum Vitae

8450 Hwy 54
Sharpsburg, GA 30277
Email: todd@rtodd.com
Online: <http://www.rtodd.com>

| | |
|-------------------------|--|
| Education | <p>Doctor of Philosophy (Ph.D.) in Information Systems Nova Southeastern University, 2004 Dissertation: <i>A Framework for the Identification of Electronic Commerce Design Elements that Enable Trust within the Small Hotel Industry</i> Committee: Maxine S. Cohen, Ph.D. (Chair), Frank Nasuti, Ph.D., and Easwar Nyshadham, Ph.D.</p> <p>Masters of Business Administration (MBA) in Information Systems Management Georgia State University, 1990</p> <p>Bachelor of Science (BS) in Mathematics/Computer Science Columbus State University, 1986</p> |
| Research Interests | Metadata Architecture, Collaboration, Reuse, Architecture Governance, Data Architecture, Knowledge Management, Information Architecture, Web Design, Online Trust, Content Management, Web 2.0, Enterprise 2.0 |
| Honors and Awards | <p>Academic Upsilon Pi Epsilon (computer science honor society), Texas Tech University, 2003, 2004 Georgia State University Dean's List 1989, 1990</p> <p>Professional Seven Patents and Six Patent Pending Applications AT&T Patent Achievement Award BellSouth Patent Application Award: 2002, 2003, 2005 2002 "Top 4" Metadata Implementations 2003 Outstanding Enterprise Metadata Implementation 2008 AT&T Fellow Nominee</p> |
| Certifications | MCTS: Microsoft Office SharePoint Server 2007 MCTS: Windows SharePoint Services 3.0 |
| Professional Experience | <p>Senior Technical Architect for Collaboration and Online Services AT&T Corporation, Atlanta, GA August 1997 – Present (Cingular: 97-99, BellSouth: 99-06, AT&T 06-Present)</p> <p>Lead System Analyst Georgia Pacific Corp., Atlanta, GA February 1996 - August 1997</p> <p>Senior Systems Technologist The Coca-Cola Company, Atlanta, GA August 1990 - February 1996</p> |

Assistant MIS Manager

Southern Linen, Norcross, GA June 1989 - August 1990

Senior Programmer Analyst

Fannie Mae Software Systems, Atlanta, GA. March 1989 - June 1989

Senior Programmer Analyst

Lummus Industries, Columbus, GA., June 1988 - March 1989

Assistant Vice President

The Georgia Company, Columbus, GA. February 1983 - June 1988

Books

Stephens, R. (2009). Empirical Analysis of Functional Web 2.0 Environments. In *Web 2.0: The Business Models*. New York, NY: Springer. (Co-Author; ISBN: 978-0387858944)

Stephens, R. (2009). Integrating Web 2.0 Technologies within the Enterprise. In *Handbook of Research on Electronic Collaboration and Organizational Synergy*. Hershey, PA: Idea Group Inc. (Co-Author; ISBN: 978-1605661063)

Stephens, R. (2007). *Trademark 2.0: Defining Your Value in the Web 2.0 World*. Wilmington, NC: Lulu Inc. (Author; ISBN: 978-0615156880)

Stephens, R. (2008). Integrating Web 2.0 Technologies into Knowledge Repositories. In *Knowledge Management Strategies: A Handbook of Applied Technologies*. Hershey, PA: Idea Group Inc. (Co-Author; ISBN: 978-1599046037)

Stephens, R. (2008). Implementing Client-Support for Collaborative Spaces. In *Handbook of Research on Virtual Workplaces and the New Nature of Business Practices*. Hershey, PA: Idea Group Inc. (Co-Author; ISBN: 978-1599048932)

Stephens, R. (2007). Governance and the Open Source Repository. In *Handbook of Research on Open Source Software: Technological, Economic, and Social Perspectives*. Hershey, PA: Idea Group Inc. (Co-Author; ISBN: 978-1-59140-999-1)

Stephens, R. (2006). Enterprise Metadata for Reliable Web Applications. In *Architecture of Reliable Web Applications Software*. Hershey, PA: Idea Group Inc. (Co-Author; ISBN: 159-904-184-7)

McComb, D. (2004). *Semantics in Business Systems: The Savvy Manager's Guide*. Boston, MA: Morgan Kaufmann Publishers. (Editor; ISBN: 155-860-917-2)

Betz, C. (2006). *Architecture and Patterns for IT Service Management, Resource Planning, and Governance: Making Shoes for the Cobbler's Children*. Boston, MA: Morgan Kaufmann Publishers. (Reviewer, ISBN: 012-370-593-2)

Addy, R. (2008). *Effective IT Service Management: To ITIL and Beyond*. Boston, MA: Morgan Kaufmann Publishers. (Reviewer, ISBN: 978-3540731979)

Hageman, S. & Vossen, G. (2008). *Web 2.0*. Morgan Kaufmann Publishers. (Reviewer, ISBN: 978-0123740342)

McGilvray, D. (2008). *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information*. Morgan Kaufmann Publishers. (Reviewer, ISBN: 978-0123743695)

Academic
Publications

Stephens, R. (2005). Integrating Consumer Taxonomies within the Enterprise Metadata Environment. *Proceedings of the 2nd International Conference on Knowledge Management*. Charlotte, NC: Information and Knowledge Management Society. (refereed)

Stephens, R. (2005). Branding and Marketing E-Business Systems. *Proceedings of the 2005 INFORMS Marketing Science Conference*. Atlanta, GA: Institute for Operations Research and the Management Sciences. (refereed)

Invited Session: Stephens, R. (2005). Enterprise Metadata: Theory, Methodology, and Case Study. *Proceedings of the IEEE SoutheastCon 2005 Conference*. Ft. Lauderdale, FL: Institute of Electrical and Electronics Engineers, Inc.

Stephens, R. (2005). Implementing Enterprise Reuse. *Proceedings of the 43rd annual ACM Southeast Conference*. Kennesaw, GA: The Association of Computing Machinery. (refereed)

Invited Session: Stephens, R. (2005). Enterprise Metadata: Theory, Methodology, and Case Study. *Proceedings of the 38th Hawaii International Conference in Systems Science*. Waikoloa, HI: Institute of Electrical and Electronics Engineers, Inc.

Stephens, R. (2004). Measuring Information Reuse. *Proceedings of the International Conference on Knowledge Engineering*. Las Vegas, NV: Institute of Electrical and Electronics Engineers, Inc. (refereed)

Stephens, R. (2004). Utilizing Metadata as a Knowledge Communication Tool. *Proceedings of the International Professional Communication Conference 2004*. Minneapolis, MN: Institute of Electrical and Electronics Engineers, Inc. (refereed)

Stephens, R. (2004). A Framework for the Identification of Electronic Commerce Design Elements that Enable Trust within the Small Hotel Industry. *Proceedings of the 42nd Annual ACM Southeast Conference*. Huntsville, AL: The Association of Computing Machinery. (refereed)

Stephens, R. (2004). Measuring Enterprise Reuse in Large Corporate Environments. *Proceedings of the 36th IEEE Southeastern Symposium on System Theory*. Atlanta, GA: Institute of Electrical and Electronics Engineers, Inc. (refereed)

Invited Session: Stephens, R. (2004). Enterprise Metadata: Theory, Methodology, and Case Study. *Proceedings of the 2004 International MultiConference in Computer Science & Computer Engineering*. Las Vegas, NV: Institute of Electrical and Electronics Engineers, Inc.

Stephens, R. (2003). A Framework for the Identification of Electronic Commerce Design Elements that Enable Trust. *Proceedings of the 8th OR/MS in the Community*. Atlanta, GA: Institute for Operations Research and the Management Sciences. (refereed)

Professional Presentations Invited Session *Enterprise 2.0 and the PMO Professional*. AT&T, Atlanta, GA: October 3, 2008. (Voted Top 5 Presentation)

Keynote Address: *Enterprise 2.0 and the EIM Professional*. Enterprise Information Management Conference, Toronto, Canada, June 18, 2008.
Multiple Sessions: *Web 2.0 for the Information Professional*. (Voted Top Session)

Invited Session: *Customer Centric Strategy for Enterprise 2.0*. Decisions, Information & Governance, Las Vegas, NV, May 15, 2008.

Invited Workshop: *Web 2.0 and the Data Professional*. Metadata Symposium, New York, NY, November 1, 2007.

Invited Session: *Value Creation in Enterprise 2.0*. 12th Annual Information Technology Trends Conference, Orlando, FL, February 21, 2007.

Invited Workshop: *Integrating Web 2.0 Technologies (Metadata 2.0)*. DAMA International Symposium and Wilshire Metadata Conference, Boston, MA, March 4, 2007.

Invited Sessions: *Metadata 2.0: The Next Evolution in Metadata Services*. San Francisco DAMA Day, San Ramon, CA, December 11, 2006.

Multiple Sessions: *Managing Metadata: Replicating the Business Strategies of Others*.

Invited Tutorial and Session: *Delivering the Business-Value of Enterprise Metadata*. Metadata Europe Conference, London, England, October 30, 2006.

Multiple Sessions: *Integrating Collaborative Tools in an Enterprise Metadata Environment*.

Invited Session: *Enabling a SOA with Enterprise Repository*. 4th Annual Service-Oriented Architecture and Web Services Best Practices, Atlanta, GA, October 16, 2006.

Invited Session: *Collaboration: The Next Evolution in Metadata*. Technology Association of Georgia, Atlanta, GA, August 17, 2006.
Keynote Address: *Implementing Metadata with the Business Strategies of Others*. TDWI World Conference, Chicago, IL, May 18, 2006.

Invited Tutorial and Session: *Enterprise Metadata: The Business of Metadata*. DAMA International Symposium and Wilshire Metadata Conference, Denver, CO, April 23, 2006.

Multiple Sessions: *The Future of the Data Resource Manager*.

Invited Session: *Implementing Consumer Taxonomies*. Semantic Technology Conference, San Jose, CA, March 7, 2006.

Keynote Address: *Discovering the Future of Business Intelligence*. Ziff-Davis Business Intelligence and Data Warehouse Conference, Atlanta, GA, December 13, 2005.

Invited Tutorial, Keynote, and Session: *Enterprise Metadata: An Information Odyssey*. DAMA International Symposium and Wilshire Metadata Conference, Orlando, FL, May 22, 2005.

Multiple Sessions: *Research in Data Resource Management*, Keynote: *Metadata Best Practices*.

Invited Session: *The Future of Data Management*. DAMA Atlanta Annual Meeting, Atlanta, GA, June 2, 2005.

Keynote Address: *Business Intelligence: Circa 2020*. TDWI World Conference, Baltimore, MD, May 19, 2005.

Invited Session: *Enterprise Business Intelligence: The Next Wave of Innovation*. 10th Annual Information Technology Trends Conference, Orlando, FL, February 23, 2005.

Invited Session: *Enabling a SOA with Enterprise Repository*. Service-Oriented Architecture and Web Services Best Practices, Atlanta, GA, February 2, 2005.

Invited Tutorial and Session: *Enterprise Metadata: Discovering the Secrets of Creating Lasting Value*. Metadata Europe, London, England, November 1, 2004. Multiple Sessions: *The Return of Enterprise Reuse*.

Invited Tutorial and Panel Discussion: *Enterprise Metadata: The Art and Science of Best Practices*. DAMA International Symposium and Wilshire Metadata Conference, Los Angeles, CA, May 3, 2004.
Multiple Sessions: *Data Management: The Next Big Thing*.

Invited Tutorial and Session: *Building an Enterprise Metadata Business Case*. Enterprise Data Forum, Cherry Hills, NJ, November 4, 2003.
Multiple Sessions: *Enterprise Metadata Implementation: Learning from "Best Practices"*.

Invited Keynote: *Building Enterprise Business Intelligence*. Marcus Evans, Sydney, Australia, July 2, 2003.

Invited Tutorial and Session: *Enterprise Metadata Implementation: Learning from "Best Practices"*. DAMA International Symposium and Wilshire Metadata Conference, Orlando, FL, April 28, 2003.
Multiple Sessions: *Marketing and Selling Data Management*.

Invited Session (Chairman): *Creating a Flexible Data Architecture, utilizing Enterprise Applications*. Marcus Evans, Chicago, IL, March 3, 2003.

Invited Sessions: *Metadata Success = A Service Based Organization*. DAMA International Symposium and Wilshire Metadata Conference, San Antonio, TX, April 29, 2002.
Multiple Sessions: *Metadata An Overview of the Dublin Core*.

Invited Sessions: Technology Enabling the Business Conference, Atlanta, GA, and Birmingham, AL.
2004: *The Knowledge Management Odyssey, IM Primer and Overview*
2003: *Enterprise Business Intelligence, Knowledge Extraction Processes*
2002: *XML Content, Front-End Designs, Metadata Repository Collection*

Professional Publications

Stephens, R. (2006-2007). Data Management Review Trade Journal
November 2007: *Can Data Organizations Collaborate?*
October 2007: *Transparency*
September 2007: *Integrating a Data Management Wiki*
August 2007: *Who Are You?*
July 2007: *Three Little Cores*
June 2007: *Enterprise Change Agents*
May 2007: *It's Your Metadata*
April 2007: *Data Quality is the Price of Entry*
March 2007: *Life without Metadata*
February 2007: *Metadata's Demand Side Economics*
January 2007: *Metadata's Supply Side Economics*
December 2006: *Metadata 2.0*
November 2006: *In Metadata, Good Enough Never Is*

Stephens, R. (2003-2006). Data Management Review Online
August 2006: *Challenge your Assumptions within Metadata*
July 2006: *The Metadata of High Performance*
June 2006: *The Long Tail of Metadata*
May 2006: *Collaborate 451*
April 2006: *The Patterns of Enterprise Metadata*
March 2006: *Federated Agility's Secret Ingredient*
February 2006: *Two Compelling Metadata Strategies*
January 2006: *Enterprise Metadata: The First 100 Days*
December 2005: *Replicating the Business Strategy of Others*
November 2005: *Metadata's Annual Plan*
October 2005: *RSS Technology Overview*
September 2005: *Leadership in a Natural Disaster*
August 2005: *Metrics and the source of all knowledge*
July 2005: *Organization and Classification Begins at Home*
June 2005: *Metadata's Engagement Processes Reveled*
May 2005: *The Metadata Support Model: Part 2 of 2*
April 2005: *The Metadata Support Model: Part 1 of 2*
March 2005: *The Repository vs. The Registry*
February 2005: *When Metadata Galaxies Collide*
January 2005: *Vision and Reality hits the Metadata Environment*
December 2004: *The Fourth Dimension of User Classification*
November 2004: *Does Metadata Matter*
October 2004: *Metadata should be free, perfect, and available*
September 2004: *Six Degrees of Separation of our Assets*
August 2004: *XML Standards are an Integral Part of Metadata*
July 2004: *What Measuring Accuracy to the Billionth of a Second*
June 2004: *What are your Hitching Posts?*
May 2004: *Broken Windows, Data Quality, and the Future of Metadata*
April 2004: *Metadata: A Tradition Like No Other*
March 2004: *The Metadata Experience*
February 2004: *The Five Disciplines of Data*
January 2004: *Metadata is the Great Big Book of Everything*
December 2003: *Metadata Management Lifecycle Reviewed*
November 2003: *What should you expect from the Metadata Vendor?*
October 2003: *Metadata and XML: Will History Repeat itself?*
September 2003: *Metatag—The Newest Member of the Metadata Family*
August 2003: *Should We Have a Metadata Maturity Model?*
July 2003: *Is the Card Catalog Analogy Good or Bad for Metadata?*
June 2003: *The Killing of a Metadata Project*

Stephens, R. (2006, March). *Replicating the Business Strategies of Others*.
Data Management Review, 6(3). (Cover Story).

Stephens, R. (2004-2006). The Data Administration Newsletter.
June 2006: *Simplicity in Design: A Metadata Imperative*
April 2006: *Another Metadata Secret – The MetaCard*
October 2005: *The Mountains of Career Development*
June 2005: *Globalization is Only the Tip of the Iceberg*

March 2005: *Executive Summary: Enterprise Metadata Framework*
January 2005: *Metadata's Reservation Service*
January 2004: *One of the Biggest Secrets in Metadata: Usability.*

Stephens, R. (2003-2006). IRM UK's Strategic IT Newsletter.
September 2006: *Metadata 2.0*
June 2004: *Reuse: A Basic Strategy*
January 2004: *The Metadata Brand Map*
September 2003: *Critical Failure Factors within a Metadata Project*
June 2003: *Knowledge: The Essence of Business Continuity*

Stephens, R. (2005). *The Metadata Business Model*. Metadata Research Trends.

Stephens, R. (2003, May). *Metadata Certification: Does it Make Sense?* Business Intelligence Report.

Stephens, R. (2003, April). *Why is Data Architecture so Darn Hard to Implement?* Data Management Direct.

Patents Stephens, R. (2003). *Establishing a Trusted Network via Metadata*. Patent Number: 7,353,534. Property of BellSouth.

Stephens, R. (2002). *Data Quality through a Genetic Algorithm and Metadata*. Patent Number: 6,968,339. Property of BellSouth.

Stephens, R. (2002). *Verification Views of Web-Based Metadata*. Patent Number: 7,200,820. Property of BellSouth.

Stephens, R. (2002). *Metadata Framework*. Patent Number: 7,283,989. Property of BellSouth.

Stephens, R. (2002). *Dynamic Metadata Framework*. Patent Number: 7,349,950. Property of BellSouth.

Stephens, R. (2001). *Impact Analysis with Metadata*. Patent Number 7,206,785. Property of BellSouth.

Stephens, R. (2000) *"STEPS" Methodology The State Transition Enterprise Process Methodology or "STEP"*. Patent Number: 6,760,734. Property of BellSouth.

Graduate Students Anderson, S., Maisels, G., & Nelson. P. (2002). *Constructing a Metadata Integration Engine*. Georgia State University, Graduate Class Project. (Advisor)

Direkwattanachai, N., Li, N., Shankar, B., Szabo, S., and Zhu, L. (2004). *Establishing a Knowledge Management Model for Measuring Return on Investment*. Georgia Institute of Technology, Graduate Class Project.

(Advisor)

Parker, S. (2005). Software Engineering Methodologies and Trust in Information Systems Development by Global Virtual Teams. Dissertation: Nova Southeastern University, Fort Lauderdale, FL.
(Dissertation Committee Member)

Service

Board of Director Member (2008). Mobile-Ingenuity, Atlanta, GA.

Industry Award Committee (2004-2006). Wilshire Metadata Award, Wilshire Conferences, Beverly Hills, CA.

Industry Award Committee (2007). Enterprise Information Management: Innovation, Worldwide Business Research, New York, NY.

Journal Article Review: Ryu, K., Park, J., and Park, J. (2006, April). ETRI Journal, 28(2), pp.191-204.

Track Chair: Proceedings of the IEEE SoutheastCon 2006 Conference. Memphis, TN: Institute of Electrical and Electronics Engineers, Inc (2006).

Adjunct Professor (2004-2005), LaGrange College, LaGrange, GA.
Courses: CSC 170- Microsoft Applications and Information Systems.

Session Chair. Proceedings of the 2nd International Conference on Knowledge Management. Charlotte, NC: Information and Knowledge Management Society (2005).

Vice President of Online Services for Data Administration Association Atlanta Chapter (2005).

Conference Chair – Enterprise Data Management and Business Intelligence, Chicago, IL., 2004.

Senior Editor - Architecture Advantage Newsletter, BellSouth, 2003, 2004.

Architecture Segment Lead – Information Technology Architecture Council, BellSouth, Metadata Management, 2002-2004.

Architecture Lead – Extensible Architecture Council, BellSouth, 2004.

Journal Article Review: IEEE Transactions on Knowledge and Data Engineering (2004)

Associations

Member of The Association of Computing Machinery (ACM)
Member of Institute of Electrical and Electronics Engineers, Inc. (IEEE)
Member of the Data Management Association (DAMA)
Member of the Upsilon Pi Epsilon (UPE) Honor Society
Member of the DC-Corporate Dublin Core Organization

Member of the Institute for Operations Research and the Management
Science (Informs)
Member of Asilomar Institute for Information Architecture (“AIfIA”)