

GLOBAL EXECUTIVE, INNOVATION ADVISOR, TECH-TO-MARKET THOUGHT LEADER

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Commercializing Technology Innovation into Profitable Products Impacting Billions

Global innovation executive and recognized Go-To-Market leader in monetizing and operationalizing \$1B+ in innovations by bridging technology research and the commercial world. Communicates, coordinates, and aligns R&D, sales, marketing, and operations, interfacing with “the smartest people in the room” and using data to focus them on business drivers.

Startup and product launch expert with unparalleled international perspective, heading successful engagements in 7 countries, a native Spanish and fluent French speaker. 25+ years of senior leadership at industry pace-setters like IBM, Bell Labs, and Accenture, bringing ambitious innovations from concept to reality as input to global strategic direction.

Author or contributing expert for groundbreaking global patents in AI, automation, and telecom. Currently advising on 5G rollout as well as influencing the development of telehealth applications to support COVID-19 healthcare.

Consulting | Strategic Planning | Innovation Management | Board Governance | R&D | Business Transformation
Engineering | Go-To-Market | Business Development | Product Development | IT | Sales | Telecom | Restructuring

CAREER SUMMARY

Allen Solvision, Inc. CEO & Founder	2018 - Present (est. 1993)
IBM	2002 - 2018
Executive Director, Go-To-Market at IBM Research	
Partner, IBM Global Center of Competence, Telecom (Global Business Services)	
Partner / Managing Director, CRM Practice (Global Business Services)	
KPMG	1999 - 2001
Partner / Managing Director, Communications & Cable/Satellite	
Andersen Consulting (Accenture)	1990 - 1999
Associate Partner, Telecommunications Industry Group, Telecommunications & High Tech (Global) & OSS Director	
AMDAHL Corporation Industry Marketing Director, Telecommunications/Sales	1989 - 1990
Regal Data Marketing & Sales Director	1988 - 1989
Bell Laboratories & Bell Communication Research District Manager & Member of Technical Staff	1980 - 1987

BOARD & ADVISORY ROLES

Roswell Homeowners Association President	2019 - 2020
4D Healthcare and Intellus Marketing Advisor , Angel Investor	2013 - 2020

EDUCATION

Stevens Institute of Technology – Hoboken, NJ | MS in Applied Psychology & Human Factors Engineering
College of Saint Elizabeth – Morristown, NJ | BS in Business Administration & Psychology

CAREER HIGHLIGHTS

Allen Solvision, Inc. | CEO & Founder ♦ 2018 - Present | Roswell, GA

Lead innovation management and go-to-market projects for Fortune 500 telecom and tech firms on an independent basis.

IBM | Executive Director, Go-To-Market (GTM) ♦ 2013 - 2018 | Yorktown Heights, NY

Led 50+ researchers to create, develop, and launch innovations leveraging artificial intelligence and cognitive technologies to transform cloud computing, edge computing, and distributed cognitive systems. Established Go-To-Market strategy and pipeline for portfolio of research innovations offered through IBM Cloud, Watson, Analytics, and Services divisions and through third parties.

- **Served as direct input to SVP of Next Generation Technologies** and IBM Research's executive leadership team and as a key contributor to IBM's strategic direction.
- **Delivered \$530M total Research revenue impact from 50+-member research team to IBM in 2017**, and through Q1 2018 delivered \$345M Research revenue impact. Aligned teams in research, marketing, finance, and operations to integrate and launch innovations into products.
- **Created and managed "Road-to-Millions" project that boosted research commercialization** by adding new metrics to track the revenue impact of individual researchers, linked to their critical innovations. Built cross-team revenue sharing agreements with IBM Services and Product teams to incentivize work. Structured comparisons to guide research investment into high-profit areas.
- **Enhanced communication between research and business as "translator."** Won researcher buy-in for consumer-oriented changes through relationships with experts at TJ Watson Research Lab, IBM Global Services, IBM Software.
- **Contributed to patents essential to IBM's continuing global leadership** in neural networks, cognitive technologies, and AI. Led team in the identification of a patent for the automation of backup data.
- **Crystallized IBM's reputation as leader in business process automation** by using Watson Policy Management Library to realize end-to-end automation with less human input in decision support tasks and reduced errors at critical points.

Partner, IBM Global Center of Competence (COC), Telecom (Global Business Services) ♦ 2007 - 2013

Oversaw design, launch, and development of IBM's Center of Excellence in Telecom, forging global flagship organization to serve as template for COCs in other industries. Enabled clients to test groundbreaking technologies and solutions, and facilitated access to IBM's global pool of SMEs. Designed dozens of solution packets for Global Services and telecom industry to sell into IBM's client base.

- **Closed \$422M personally-led sales/revenue in 2010-2012** for Service Innovation and Network Transformation solutions. Facilitated \$350M in cross-team sales/revenue for telecom solutions in 2012; contributed to \$55M+ in cross-industry wins.
- **Conceived one of the world's first mobile banking solutions** for Mexican banking/telecom conglomerate. 2010 plan offered \$4B annual revenue and market leadership via then-unprecedented features using existing assets.
- **Innovated globally in smarter networks, e-commerce (POS and retail), and product strategy.** Introduced one of the first robust remote patient monitoring systems and ways to enhance hospital equipment with Bluetooth.
- **Led customer transformations in Brazil, Mexico, Dubai, and Australia;** led teams based in India and Africa.
- **Member of inaugural IBM Industry Academy (2011)** (51 members were selected from 350K worldwide employees), in telecom industry; sole woman selected.

CARMEN P. ALLEN

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Partner / Managing Director, CRM Practice (Global Business Services) ♦ 2002 - 2006

Sold \$2.65M in initial engagements and sparked \$30M new revenue in fast-paced period following IBM purchase of PwC. Held formative role in creation of Global Business Services division. Led customer relationship management and business transformation around Voice Over IP (VoIP) adoption for consumer and business applications, including call centers.

- **Headed team of 20 within effort of ~70 staff and six partners, leading network operations consolidation and transformation for national long distance carrier**—a product of acquisitions wracked with duplicate effort and systems. Identified potential to halve costs (\$500M) and product development time. Authored business transformation roadmap to reach targets in 3-5 years and secured \$2M related revenue for initial phase of transformation.

KPMG | Partner / Managing Director, Communications & Cable / Satellite ♦ 1999 - 2001 | Denver, CO

Recruited to world-leading consultancy in push to leverage \$1B Cisco Systems investment into dominant position in telecom market. Achieved 12X increase in revenue growth spearheading sector's business development and all P&L.

Andersen Consulting (now Accenture)

Associate Partner, Telecommunications Industry Group and Other Roles ♦ 1990 - 1999 | Dallas, TX & Atlanta, GA

Generated \$20M+ in new revenue as OSS Director while transitioning to independent consultant status.

- Led Andersen's market expansion and key accounts, including USWest, Sprint, GTE, Telefonos de Mexico, Verizon, SBC.
- Launched independent consultancy in 1993, and acquired engagements with Andersen Consulting in innovation leadership with both national and global clients.
- Recognized by clients for extensive knowledge and expertise in Service Activation and Service Assurance Process domains and OSS Systems Architecture.

AMDAHL Corporation | Industry Marketing Director, Telecommunications/Sales ♦ 1989 - 1990 | Atlanta, GA

Architected multi-year business strategy, turning \$2M investment in a leading system's platform at Bell Communications Research into \$90M in sales of AMDAHL's mainframe computing platform, associated peripheral devices, and IT services.

- Deepened business relationships with key customer accounts in nationwide role selling leading-edge technologies.
- Doubled industry revenues in 2 years by matching client needs to AMDAHL products as coach and account manager.

Regal Data | Marketing & Sales Director ♦ 1988 - 1989 | Atlanta, GA

Hired into small, innovation-driven independent consulting firm (<100 employees) in first global role. Gained insights into structuring teams, building key customer relationships, optimizing financial performance, and managing a global business.

Bell Laboratories and Bell Communications Research (BellCore)

District Manager & Member of Technical Staff ♦ 1980 - 1987 | Piscataway, NJ

Joined Bell in first role out of college, performing technical research in operational support systems in telecom. Led efforts to transition operations systems from minicomputers to UNIX-driven mainframes. Learned in environment of intense competition between IBM, AMDAHL, SUN Microsystems, and others.

- Served as Project Team Leader for Integrated Provisioning System Architecture and flagship SWITCH OSS product.

BOARD MEMBERSHIP

Roswell Homeowners Association | President ♦ 2019 - 2020 | Roswell, GA

Served one-year term as President of 9-member board, restructuring and re-energizing community on behalf of 255 families. Coordinated efforts to manage \$500K budget, launch communications with diverse volunteers, assist vendor selection for community and technology upgrades (over \$300K), plan and execute on value-added community social events, and manage revisions to community governance documents, e.g. by-laws.