Access to Experts

William J. Peterson

Bill is Chief Technology Officer of Liberty Business Strategies, Ltd. He is a multi-specialist in information technology, organization development, and engineering. As such, he has the ability to work with clients and help them meet their complex business, organizational, and technology challenges.

He has 25 years of wide-ranging, in-depth industry experience as a manager, consultant, and technical specialist. His industry experience and areas of expertise include:

- Technology Strategy
- Project Management
- Organizational Dynamics
- Collaborative Computing
- Knowledge Management
- Organizational Effectiveness

Bill has conducted multiple research projects on ERP/SAP implementation and best practices for The Conference Board, helped develop and implement a business project office that improved organizational effectiveness and performance, and has worked with clients developing plans and strategies for Year 2000 compliance, organizational alignment with business objectives, risk mitigation, knowledge management and collaborative technologies. He has performed management studies on how to improve retail sales and how to improve the allocation of personnel across multiple business lines.

His personal consulting includes working with senior level management and staff in the area of organizational effectiveness. He has helped organizations improve the operations and results of their professional services organizations, particularly with respect to IT and technology organizations. This has included aiding organizations with initiatives in strategic planning, organizational development, project effectiveness, value attainment, metrics and measures, and transition management. His approach to problems is to address strategy, process, and organizational aspects of a problem in an integrated manner, resulting in very effective and successful client implementations.

His clients have included The Conference Board, Internet Capital Group, The World Bank, Advanta, Fleet Credit Card Services, Sunoco, Pfizer, BE&K Delaware, Ceridian Partners, University of Mississippi, First Tennessee Bank, First Tennessee Mortgage, Hartford Life Insurance, Inc., and Sanofi Winthrop. Mr. Peterson has a B.S. Degree in Biochemical Engineering from Rutgers University, an M.S. Degree in Computer Science from Villanova University, and an M.S. Degree in Organizational Dynamics from The University of Pennsylvania.

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