

Alyssa S. Dver, CPM/CPMM

Overview

- ✓ **International executive management experience** including direct & indirect sales, marketing, & product management.
- ✓ Able to **generate and manage highly qualified leads** and close into successful sales. Inventor of patent pending lead management technology now installed in 300+ corporations.
- ✓ Developed and established several **product and company brands**. Work includes development of logos, naming, collateral, websites and PR.
- ✓ Authored **best selling book on software product management**. AIPMM certified in Product Management and Product Marketing. Specialize in product strategy, pricing, requirements gathering, and competitive analysis.
- ✓ Industry expert on **CRM and BPM** including special section writer for *BusinessWeek & Forbes*. Consults with companies to determine user requirements and recommended solutions.
- ✓ **Start-up, mid-size, large, private & public** company experience. Sought out as business expert by *Entrepreneur Magazine*, *Boston Business Journal*, *American Marketing Association*, *American Strategic Management Institute*, *business universities*, *book authors*, etc.

Employment

WANDER WEAR INC.

JANUARY 2006 – PRESENT

CEO and Co-Founder

Start-up company (www.wander-wear.com) that develops and markets consumer products and information to prevent children from getting lost. Expert consultant to parenting groups, media (TV, radio, print, web), law enforcement agencies, and corporations. Endorsed by the MA Safety Officer's League, NACCRRRA, MA FreeMasons, MA Children's Caucus, and others.

SEDONA CORPORATION

APRIL 2000 – DECEMBER 2005

VP & Chief Marketing Officer

Public company (OTC: SDNA, www.sedonacorp.com) offering CRM software and services for small and mid-sized banks, credit unions and insurance companies. Responsible for all marketing including branding, collateral, website, sales support tools, product planning, and pricing. Accountable for all direct sales including a personal quota of \$300K. Obtained preferred partner status with key industry associations. Managed numerous reseller relationships. Achieved PR exposure for company in hundreds of publications, presentation forums, and industry resource guides.

LEAD FACTORY INC.

JANUARY 1999 – APRIL 2000

Founder & CEO

Developed a workflow-enabled, web-based process management system that was acquired by SEDONA Corporation. Technology now is at work in over 300 institutions and is marketed and sold by SEDONA and its resellers including IBM, Fiserv, and others. Chief inventor on patent pending technology.

EMPRESA INC.

JUNE 1998 – SEPTEMBER 1999

Vice President; Marketing, Business Development and Customer Support

An ecommerce services company supporting small and mid-sized businesses across industries. Largely responsible for sales and over 40 technology and referral partnerships including Netscape, Oracle, CyberCash, CyberSource, Microsoft, and 20 merchant banks (Fleet, BankBoston, Chase, etc.). Landed key sales deals for company that assisted in the profitable acquisition of the company.

CENTERLINE SOFTWARE INC.

JUNE 1997 – JUNE 1998

Vice President, Product Management & Marketing

Part of the re-start management team to manage the overall marketing and product management of all old and new CenterLine application development products. Bankrupt company was revived and subsequently sold for \$12+ mil.

CINCOM SYSTEMS, INC.

JULY 1992 TO JUNE 1997

Director of Product Management & Marketing, Advanced Technology Group (ATG)

Responsible for product management and marketing within Cincom's \$180 mil application development division. Provided marketing and sales support for the international operation that serviced over 5000 customer sites.

DIGITAL EQUIPMENT CORPORATION

SEPTEMBER 1987-JULY 1992

Program Manager, NAS Information Network Technology Partners

Developed and managed new program to incorporate international, cross-industry customer input towards early market adoption of database and middleware technologies. Managed the flow of information between Digital internal personnel and customer members. Helped develop these early customers into purchasing, referenceable accounts.

Product Marketing Manager, NAS Corporate Information Systems

Managed, launched and delivered high-end NAS400 software package. Responsibilities included pricing, packaging, training, promotion, and manufacturing of package product that implemented a new business model for the corporation.

European Product Manager, Systems and Services Marketing Europe

Lived and worked in France to help drive worldwide launch of new database management and transaction processing software products. Coordinated individual country and European-wide marketing programs. Liaison between US and European organizations.

Marketing Manager, VAXcluster Systems Marketing

Developed and implemented processes for the accurate reporting and analysis of business and market information to assist management. Managed cross-functional team to produce strategic long-range plan for the business unit representing \$3 bil in leveraged revenues.

Education

WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PA: MAY 1987

Bachelor of Science in Economics, International Marketing concentration

Additional Details on Presentations, Publications, and Professional Accomplishments

Books

“Software Product Management Essentials: a practical guide for small and mid-sized companies”, published by Anclote Press © May 2003. Sold via Anclote.com, Amazon.com and BarnesandNoble.com. Over 10,000 copies sold to date.

Endorsed and supported by:

- Association of International Product Marketing & Management (AIPMM)
- The Boston Product Management Association (BPMA)
- The Silicon Valley Product Management Association (SVPMA)
- The Marketing Roundtable
- Product Development & Management Association (PDMA) - national
- The NY/NJ Chapter PDMA
- The Washington DC Chapter of PDMA
- The New England Chapter of the PDMA
- Maine's Software & Information Technology Industry Association (MESDA)
- The Product Management Challenges Newsletter
- Software Association of New Hampshire (SwANH)
- The Jewish Technology Business Network
- Information Technology Association Of America (ITAA)
- The Localization Industry Standards Association (LISA)
- Massachusetts Women in Technology (MassWIT)
- The Association for Women in Technology (AWC)
- Pragmatic Marketing
- Sequent Learning Networks
- Zigzag Marketing
- SoftwareCEO
- SoftwareMinds
- Bentley College

The book was reviewed in several of the above organization's newsletters. Also given as a gift for all new AIPMM memberships and as a reward for survey responses with Software Minds. Book often ranks in top 10,000 books offered on Amazon.com.

“When Whizzly Wanders”, self-published October 2005. A children's educational book that teaches not to get lost and what to do if it happens. Developed as one of the Wander Wear products and has sold already 500 copies in limited distribution. In talks with several major publishers for national distribution. Book is also being translated into Spanish and a new song is being written to accompany it.

Teaching, Presentations, and Panels

“Lost Child Prevention – Affects on Public Policy” Massachusetts State House, Sept. 27, 3006

“Preventing Kids from Getting Lost and what to do when it happens” presentations to: Center School (Tewksbury), Mothers of Preschoolers (MOPS) Worcester, West Suburban Mothers of Twins, Acton JCC, MOMS Club of Milford, MOMS Club of Worcester, Braintree Integrated Preschool, Quincy Community Action Programs, Merrimack Valley Chapter of Mothers & More, The Mothers Connection, Greater Worcester Mothers of Twins Association, Merrimack Valley Chapter of Mothers & More, MOMS Club of Brookline, Brockton MOMS Club,

Franklin North MOMS Club, South Shore Mothers of Multiples, Malden Everett Family Network, West Suburban Healthy Families, Stow Area Parents Network (SAPN), Acton Family Network, Watertown Family Network, Southcoast Mothers of Multiples, Newton Jewish Community Center (JCC), Hockymock YMCA, MOMS Club of Medway/Bellingham, Ashland Moms Club, Attleboro/Taunton Mothers of Twins Club, January 2006 and on going.

Ladies Who Launch, Expert presentation, March 27, 2006.

Downtown Women's Club Boston, Working Mothers Brown Bag Panel, March 16, 2006.

Pennsylvania/New Jersey/Delaware American Banking Association (ABA) Marketing Network, "Customer Retention", September 20, 2005.

New England American Banking Association (ABA) Marketing Network, "Sales-Driven, Marketing-Smart Results", May 20, 2005.

CRM Workshop for COCC customers, "Read, Set, CRM", May 3, 2005.

Washington American Banking Association (ABA) Annual Marketing Conference, "10 Ways CRM can Undeniably, Quantifiably Make a Difference in Your Bank", March 26, 2005.

Boston Product Manager's Association (BPMA), "Advocating Your Product", February 16, 2005.

Philadelphia Mom's Group, "What to do when your child is lost accidentally", November 17, 2004.

American Strategic Management Institute, featured speaker, Communications Measurement Leadership panel, November 16, 2004.

COCC User Conference, "The Why and How of CRM", June 9 - 11, 2004

Eastpoint Technologies User Conference, "CRM Q & A", May 18, 2004

Association of International Product Marketing & Management (AIPMM), annual conference book signing and product management certification workshops. March 21-23 2004.

MassWIT annual conference. Panel discussion "Bringing Technology Products to Market". March 16, 2004.

New England Product Development and Management Association (NE PDMA), "Communications Training for Product Development Personnel", February 5, 2004.

Software Association of New Hampshire (SwaNH), "Time-based versus Feature-Based Development Cycles", December 18, 2003.

Maine's Software & Information Technology Industry Association (MESDA) presentation at annual conference, "Why Women Make Great Product Managers", November 2003.

Product Development & Management Association (PDMA) Annual National conference - book raffle and signing, October 5, 2003.

Association for Women in Computing Greater Boston Chapter (AWCGBC), "Why Women Make Great Product Managers", September 24, 2003.

Brandeis University, MBA presentation for consulting project regarding SEDONA. Fall 2003.

Bentley College, Fall 2003. Software Product Management course offering as adjunct professor.

Boston University, MBA presentation of Wander Wear, July 2003.

American Marketing Association (AMA) Marketing Outsourcing Panel, May 2003.

Boston Product Management Association, special guest, May 2003.

Babson College MBA program, Sales and Business Development panel, February 2003.

Bentley College MBA program, Services Marketing guest lecture, May 2002.

LIMRA, CRM Demystified – How Customer Relationship Management Really Works, June 2001.

Articles published

Forbes, “Business Process Management: Trend or Foe”, October 16, 2006.

Entrepreneur Startups, “Mompreneurs”, Sept. 2006.

Babyzone.com, “Don’t Talk to Strangers and Other Parenting Myths”, August 2006.

Parenting Universe, “Preventing Kids from Getting Lost”, August 2006.

Savvy Family, “Preventing Kids from Getting Lost”, July 2006.

Indy’s Child, “Preventing Kids from Getting Lost”, June 2006.

Parent Guide (NYC), “Preventing Kids from Getting Lost”, June 2006.

LA Parent, “Preventing Kids from Getting Lost”, June 2006.

Sacramento Parent, “Preventing Kids from Getting Lost”, June 2006.

Carolina Parent, “Preventing Kids from Getting Lost”, June 2006.

Piedmont Parent, “Preventing Kids from Getting Lost”, June 2006.

Bluesuitmom.com, “Don’t Talk to Strangers and Other Parenting Myths”, June 2006.

Hintsandthings.com, “Preventing Kids from Getting Lost” and “Don’t Talk to Strangers and Other Parenting Myths” June 2006.

Pennsylvania Credit Union Association, “Member Retention: Keeping Loyal and Profitable Members”, Keynotes, July/August 2005.

Professional Insurance Agents, “CRM Technology, A competitive edge for agencies”, June 2005.

Credit Union Journal, “Time to Reexamine an Assumption About Profitability”, May 30, 2005.

CUES, "A Rose By Any Other Name: MCIF and CRM are Definitely Not The Same", homepage and archive, February 2005.

Credit Union Executive Management Newsletter, "Arming CUs First, Last Line of Defense January 25, 2005.

CRM Marketplace, "In And Out: More Choices For CRM Implementation", January 25, 2005.

Credit Union Executive Newsletter, "Ten Ways CRM Can Make a Difference", November 11, 2004.

CRMToday, "The Seven Truths About CRM for SMBs", October 29, 2004.

CRMGuru, "In-House Hosting: A New Choice for Implementing CRM", October 19, 2004.

BusinessWeek special section, "CRM on the Corporate Front Lines", October 18, 2004.

destinationCRM.com, "The Seven Truths About CRM for SMBs: How smaller businesses can succeed at CRM, despite scarce resources", October 25, 2004.

280Group Newsletter and AIPMM website, "How to Become a Great Product Manager, September 2004.

RealMarket (Required Reading), "The Future of CRM", July 7, 2004.

CRM Magazine Viewpoint column "CRM Unwrapped: The Naked Truth About CRM for Small and Midsize Businesses", , October 2004.

Customer Inter@action Magazine, "CRM Outsourcing: More Options Available", September 2004.

BusinessWeek special section, "CRM: Big Business in Small Enterprises", May 24, 2004.

BusinessWeek special section, "Real Time Enterprise: Making the Most of Right Now!" April 26, 2004.

BusinessWeek special section, "CRM: Changing Marketing from Art to Science", December 8, 2003.

BusinessWeek special section, "The Real Time, Right Now Enterprise", October 20, 2003.

CRM Magazine/destinationCRM, "Vertical Focus: Financial Services", July 1, 2003.

DM Review, "The Future of CRM", July 2003.

Commercial Lending Review, "Small Business and CRM: The Way to a Bank's Heart or the Heart of a Bank?" May 2003.

BusinessWeek special section, "CRM: The good. The Bad. The Future", April 28, 2003.

BusinessWeek special section, "The Real Time Enterprise," December 2, 2002.

Real Market (Required Reading), "CRM - May the Sales Force Be with You!" October 24, 2002, November 11, 2002 and December 13, 2002.

RealMarket (Required Reading), "Why Web-Based CRM?", October 14, 2002.

Target Marketplace (TMP), "People Vs. Programs: Sometimes a Supreme Decision for Small and Mid-Sized Companies," October 14, 2002.

Target Marketplace (TMP), "Pizza can be Good for the Brain: Sharing Knowledge in the Smaller Company", April 16, 2002.

CUNA Magazine, "Selecting a Lead Management System," February 18, 2002.

Sales and Marketing Magazine, "CRM - May the Sales Force Be with You", January 2002.

AFP Exchange, "The ABCs of CRM," July/August 2001.

Bank Marketing, "Real-Time Customer Data," March 2001.

CRMCommunity.com, "Get Smart; Using Smart Content to Create Smart Marketing," November 1, 2001.

RealMarket (Required Reading), "The ABCs of CRM," July 26, 2002 and August 5, 2002.

NewsBios (guest column), "Where Have My Leads Gone", September 25, 2002.

Radio/Press/TV Interviews

Manic Mommies, August 2006.

Hayhouse Radio, "The Mommy Chronicles", July 14, 2006.

FOX25 Boston, June 26, 2006.

Mom Talk Radio, June 16, 2006.

WNJC 1360 AM Philadelphia, May 4, 2006.

Boston Business Journal, April 14, 2006.

CBS Radio West Palm Beach Sunny 104.3 & WIRK107.9 FM, March 12, 2006.

CBS TV Boston WHDH CH7, "High Tech Child Location Devices", , March 9, 2005.

NewsRadio 570 WKBN Youngstown, OH, February 15, 2006.

GoWorldTravel.com, January 2006.

IndyStar.com, "Child-ID products enter market ", December 2005.

The Arizona Republic, "Tips for keeping your kids safe at the mall",_November 28, 2005.

The Baltimore Sun, "Mother's little tech helpers; Aids to bringing up baby today ", November 17, 2005.

Newsday, "The Gear Hunter", November 8, 2005.

Middletown Journal, "Tips to make you a wise bird when you fly off to the mall on Friday", November 2005.

**ABC WCVB-TV Boston, MA, WDSU-TV New Orleans, LA, KSAT-TV San Antonio, TX
NBC 4 Detroit, MI, WKMG-TV Central Florida, KTVU-TV San Francisco, CA, ABC 7 Denver,
CO**, "Products May Help Find Wandering Children; Mom Hopes To Give Others Peace Of
Mind", November 2005.

Lifebitesnews.com, "Wander Wear Child Identification Tags For Travel", November 2005.

Marianne's Place, Little Bits, November 2005.

ToddlerNews.It, "Tiny tot technology", November 2005.

Travelocity Gift Guide, "It's a Ho-Ho Holiday Gift Guide", October 19, 2005.

BPMA newsletter, "What I'm About to Say is Very Important: Alyssa Dver Leads Effective
Communication Presentation at February Meeting", March 2005.

Boston Sunday Globe, "Get in Gear; For Wandering Youngsters", August 1, 2004.

InformationWeek, "Legoland Uses Wireless And RFID For Child Security", April 28, 2004.

Pragmatic Marketing Newsletter "Software Pricing for Product Managers", By Daniel Shefer,
December 2004.

Drawing Horses: Good and Bad Habits of Entrepreneurs", an ebook by Richard Banfield
November 2004.

Soft*letter, "Closing the Gap between Product Management and Sales", October 15, 2004.

Credit Union Magazine, "Turn Data Into Action", September 2004.

Pragmatic Marketing Newsletter and website "OEM Agreements for Product Managers", July
2004.

ProductMarketing.com, "Disruptive Customer Demands: When, Why and How to Deal with
Them All", December 2003.

The MetroWest Daily News, "The Modern Mom", December 14, 2003.

CN8's "Your Morning" show. November 18, 2003.

MassWit Executive Women Roundtable, "MassWIT Member: Alyssa Dver - Mother, Marketer,
and Mountain Mover", September 9, 2003.

Worcester News, October, 2003.

In Search of Stupidity, Dver endorsement quoted on the back cover of the book by Merrill
Chapman, August 2003.

Acton Beacon, "Chipping In to Keep Kids Safe", , August 21, 2003.

parentsandkids, "Tagging Along", August 2003.

Today's Parent, "MetroWest Moms Keeping Kids Safe", July 2003.

CRM, "Vertical Focus: Financial Services", July 2003.

Community Banker Magazine, "Landing Jumbo Loans: Cross-Selling Mortgages to High-Net-Worth Clients" July 2003.

MetroWest Daily News, "Tag - You're Found", , May 19, 2003.

Software Market Solution, "A book review of Software Product Management Essentials by Alyssa Dver", May 2003.

Product Management Challenges: A Weekly Newsletter of Tips For Companies that Develop Software, "An Interview with Alyssa Dver, Author of Software Product Management Essentials", April 14, 2003.

ProductMarketing.com; Book review, May 2003.

Reality Check, interviewed by an author for forthcoming book on working mothers with creative life management, October 2000 and March 2003.

Smallbiztechnology.com, "Microsoft CRM - Will it Work?" April 30, 2002.

Credit Union Magazine, "Managing Member Relationships," July 2001.

American Airlines, Radio show: Customer Relationship Management, March and April 2001.

ABA Banking Journal, "ASPs are getting vertical, offering "downmarket" solutions. February 2001.

SalesLobby.com, "SEDONA's Intarsia is Recipient of 'Product of the Year 2000 Award' From Customer Inter@ction Solutions Magazine," February 26, 2001.

Credit Union Management, "Relationship Connect," February 2001.

Sm@rt Partner, "Banking on IT," November 27, 2000.

SearchCRM "Sedona incorporates DataMentors' householding software into Intarsia", November 16, 2000.

TMCnet.com, "SEDONA Launches Next-Gen Internet CRM Solution with Wireless Functionality," July 28, 2000.

GISafe, "American Trust and Savings Receives Positive Result Using Advanced Customer Relationship Management Solution From SEDONA," July 13, 2000.

DatabaseTrends, "SEDONA to Embed Lead Factory Into Its CRM Solution," June 2000.

DaCafe, "Cape Cod Bank and Trust Selects Advanced Customer Relationship Management Solution from SEDONA", May 31, 2000.

GISCafe, "Central Bancompany Chooses SEDONA Corporation For Advanced Customer Relationship Management Solution," April 28, 2000.

Women's Radio Network, Radio Show: Women's In Technology, April 2000.

InformationWeek, "Corba Quality Manager," Feb 1998.

Government Computer News, "Project Managers Get a Hand," Nov 1997.

Software Magazine, "Shedding Tiers: Software Outgrows License Constraints," Feb 1995.

Software Magazine, "IBM Shakes Up Pricing," July 1994.

Client/Server Computing, "Multimedia Development Tools: A Case of Underdevelopment?" July 1994.

ComputerWorld, "Cincom's Supra Server," June 1994.

Software Magazine, "When Licensing C/S Software, One Sizes Does Not Fit All," June 1994.

Open Systems Today, "Cincom Readies Windows Development Tool," March 1994.

ComputerWorld, "Cincom to customers: No more tiers," January 1994.

Software Magazine, "RDBS Support Helps BLOBS Find Their Niche," October 1993

Datamation, "RDBMS Prices are in for a Fall," August 1993.

Open Systems Today, "Cincom Focuses on Multimedia," June 1993.