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experience

“My career is a body of work focused upon the development of the creative intelligence. More concretely: ideas + implementation make the future.”

After graduation in Communications and Media Studies (Concordia), I worked at a national railway on a major enterprise-wide internal communications and training project, for a workforce of over 4000.

However, the majority of my experience can be summarized in 3 major chapters of my personal and professional development. Here is an outline of my career in reverse chronological order.

current endeavors

1. Innovation Program Management (2008-present)

The innovationcultures Program (founder / publisher)

By late 2007, I had begun this new education endeavor aimed at addressing the necessity for managing continuous change at the enterprise level. INNOVATION has become a maxim, but is unfortunately misunderstood and misinterpreted.

I have therefore designed a four-part **e-learning** service to assist strategists, innovators, designers and change agents. Its expression has found form in a service titled **innovationcultures**, and it is at this time in “roll-out” stage.

It is just beginning to attract acceptance - and has generated interest from innovation and transformation executives at NASA, Intel, BearingPoint, JP Morgan Chase, KPMG, Allstream, Bank of America, Sandisk, Otis, SAIC and other highly technical organizations facing **continuous transformational** and **design challenges**.

My initiative involved conceptualizing the four knowledge domains pertinent to an organization’s innovation portfolio (modeling on Kolb’s Learning Styles and other frameworks), and then acquiring the expertise from academia and the professions to populate a curriculum. I also completely modified Intervista’s delivery model to render this education accessible on-line. It draws from collaborators and thought leaders from around the globe. You may visit the site at www.innovationcultures.com.

Innovation must be seen as a managed process, and I have designed this program for senior executives who are challenged with transformational and re-design mandates. The service is an editorialized aggregation of what is necessary to understand the challenge of continuous innovation, at an enterprise level. It will also soon evolve into an enterprise collaboration space where teams can share their acquired knowledge.

2. Executive Development for CIOs (Chief Information Officers) (1996 -2007)

Intervista Institute (founder, lead education program developer)

By 1996, market demand and my own individual interest evolved towards developing a much deeper understanding of the **ideas** behind the actual products and services produced by my client base. Ideas and their applications (both tangible and intangible) became my new focus area, and my practice evolved accordingly.

I transformed the practice into a highly specialized training firm- specializing in CIO (Chief Information Officer) executive development. I led a carefully selected group of subject matter experts to develop over 20 highly specialized courses, mostly formatted as 3 day executive development seminars.

Unlike competitors, I accepted no subsidies or grants, thereby protecting my intellectual independence. I led this training series to **helped over 8000 IT executives** in Fortune 500, government and consulting. We became the largest CIO trainer/developer in Canada, and the third largest in the USA. We are known for unique content and ideas.

I have authored or co-authored concentrated training sessions on (among others):

- Data Warehousing
- Objects
- Knowledge Management
- IT Security
- Enterprise Portals
- IT Security
- IT Portfolio Management
- Rapid Application Development (RAD)
- Semantics
- Service Oriented Architecture (SOA)
- Information as a Service (IaaS)
- Enterprise Architecture (EA)

I attracted motivated, editorialized and published co-authors and collaborators in developing these training programs. All are **leaders** in their respective fields. Some of the more notable include:

- John Zachman (originator of Enterprise Architecture)
- Claudia Imhoff, Ph.D (co-originator of Data Warehousing)
- Clive Finkelstein (originator of the concept of Information Engineering, author on XML)
- Ed Yourdon (author of 24 books, educator, Computer Hall of Fame, OO, Structured Design)
- Michael Kull, Ph.D (originator of the 1st KM educational program)
- Kent Bimson, Ph.D (leader in semantic architecture)

I am also the author/producer of several **executive briefing videos** on the following subjects:

- Object approaches (filmed at Cape Canaveral)
- IT Portfolio Management
- Y2K Management Approaches
- Enterprise Architecture

I am also co-publisher of a popular on-line glossary for the [Knowledge-based Organization](#).

At the management level, I have deployed this educational enterprise - with over 20 sessions per year - by leading a team of communicators, trainers and operational staff.

I have pulled together a faculty from among the best theorist/practitioners available, and focused them on knowledge transfer and dissemination.

Its scope is across a dozen states and provinces. It reaches out and trains over 500 persons per year. Over 23000 CIOs and their reports are part of the larger community of interest which I maintain regular communications with. My clientele includes top decision makers in the most highly technical environments in our economy (government, corporate, academic and para-government). My client list is available here.

3. IT & Business Communications (1988-1997)

Di Cairano /Mazerolle Communications (founder, program designer):

In 1988 I established my communications firm - whose clients included a range of technical companies. My team produced annual reports, internal and external communications in both print and video. The challenge was to render the highly scientific, technical and financial - into audience appropriate forms. We developed a reputation for highly creative, executive level communications solutions.

The mandates required acquiring knowledge of the technologies involved including thermoplastics, computers, servers, high speed printers, networking gear and more. The financial group handled communications relating to banking and shareholder communications.

As founder and chief idea driver- I recruited, directed and (I hope) inspired my crew to treat each project as a unique learning experience. We were interested in our clients and in propagating their ideas- that's why they chose us.

Di Cairano /Mazerolle provided strategic business communications, aimed at highly selected audiences (technical or regulatory) for my clients:

- IBM (PC/server division)
- Compaq
- Dell
- QMS
- Sun Microsystems
- NEC
- Atlantic Trust
- Confederation Trust
- Treasury Board
- Sybase
- SAP
- PictureTel

... and many others with highly technical communications challenges.