R. Todd Stephens, Ph.D.
Curriculum Vitae

210 Harris Road
Fayetteville, GA
Email: todd@rtodd.com
Online: http://www.rtodd.com

Education	***Doctor of Philosophy (Ph.D.)*** *Discipline: Information Systems* *Nova Southeastern University, 2004* *Dissertation: A Framework for the Identification of Electronic Commerce Design Elements that Enable Trust within the Small Hotel Industry Committee: Maxine S. Cohen, Ph.D. (Chair), Frank Nasuti, Ph.D., and Easwar Nyshadham, Ph.D.* *Dissertation Published: Proceedings of the 42nd Annual ACM Southeast Conference (Published in 2004, 31 Citations).* ***Masters of Business Administration (MBA)*** *Discipline: Information Systems Management* *Georgia State University, 1990* ***Bachelor of Science (BS)*** *Discipline: Mathematics and Computer Science* *Columbus State University, 1986*
Research Interests	*Collaboration, Reuse, Architecture Governance, Data Architecture, Knowledge Management, Information Architecture, Web Design, Responsive Design, Online Trust, Content Management, Web 2.0, Enterprise 2.0, Metadata Architecture, Enterprise Architecture.*
Honors and Awards	***Academic*** *Upsilon Pi Epsilon (Computer Science Honor Society), Texas Tech University, 2003, 2004* *Georgia State University Dean's List 1989, 1990* ***Professional*** *Sixteen Issued United States Patents (2000 – 2015)* *AT&T/BellSouth Patent Achievement Award (2002, 2004, 2005, 2013)* *CIO Award (Top IT Award), IT Wall of Stars, IT Rewards* *"Top 4" Metadata Implementations Industry Award (2002)* *Outstanding Enterprise Metadata Implementation Industry Award (2003)* *AT&T Fellow Nominee (2008)*
Certifications Professional	*MCTS: Microsoft Office SharePoint Server 2007 (2007)* *MCTS: Windows SharePoint Services 3.0 (2007)* *Nano-Degree: iOS Development (2016)*

Experience &
Key Areas of
Performance
(30+ Years)

Senior Technical Architect
AT&T Corporation, Atlanta, GA August 1997 – Present
BellSouth Corporation, Atlanta, GA (Technical Director): 1999-2006
Cingular Wireless, Atlanta, GA (Sr. Technical Architect): 1997-1999
- *Cloud Computing*
- *Collaborative Technology and Social Media*
- *Enterprise, Data, Desktop, and Application Architecture*
- *Enterprise Metadata and Repository Services*
- *UI/UX Design and Development*

Lead System Analyst
Georgia Pacific Corp., Atlanta, GA February 1996 - August 1997
- *Enterprise Desktop Support*
- *Human Resources Applications*
- *Application Design, Analysis, and Development*
- *Team Management (45 Employees)*

Senior Systems Technologist
The Coca-Cola Company, Atlanta, GA August 1990 - February 1996
- *Office Productivity*
- *Backend Email Systems*
- *Application Design, Analysis, and Development*

Assistant MIS Manager
Southern Linen, Norcross, GA June 1989 - August 1990
- *Retail Applications*
- *Application Design, Analysis, and Development*

Senior Programmer Analyst
Fannie Mae Software Systems, Atlanta, GA. March 1989 - June 1989
- *Financial and Tax Applications*
- *Application Design, Analysis, and Development*

Senior Programmer Analyst
Lummus Industries, Columbus, GA., June 1988 - March 1989
- *Manufacturing Applications*
- *Application Design, Analysis, and Development*
- *Engineering Software Development*

Assistant Vice President
The Georgia Company, Columbus, GA. February 1983 - June 1988
- *Mortgage and Financial Applications*
- *Workflow Automation and Design*
- *Operational Support and Customer Service Applications*
- *Application Design, Analysis, and Development*

Patents
Granted
(16)

Stephens, R. Todd (2012). Methods, Systems, And Computer Program Products For Providing Metadata Subscription Services over Secured Networks. Patent Number: 9,118,727.

Stephens, R. Todd (2014). Determining Sort Order by Distance Controls for Plurality of Results. Patent Number: 8,874,560.

Stephens, R. Todd (2014). Topic Maps for Use on dispersed Websites. Patent Number: 8,799,274.

Stephens, R. Todd (2014). Determining Sort Order by Distance Foundational Elements. Patent Number: 8,745,043.
Stephens, R. Todd (2013). Determining Sort Order by Distance Controls Methodology. Patent Number: 8,510,293.

Stephens, R. Todd (2012). Methods, Systems, and Computer Program Products for Displaying Tag Words for Selection by Users Engaged in Social Tagging of Content. Patent Number: 8,347,231.

Stephens, R. Todd (2012). Methods, Systems, And Computer Program Products For Providing Metadata Subscription Services. Patent Number: 8,335,824.

Stephens, R. Todd (2012). Topic Map For Navigational Control. Patent Number: 8,301,621

Stephens, R. Todd (2012). Determining Sort Order by Distance. Patent Number: 8,156,112

Stephens, R. Todd (2003). Establishing a Trusted Network via Metadata. Patent Number: 7,353,534

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

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

Stephens, R. Todd (2002). Metadata Framework. Patent Number: 7,283,989

Stephens, R. Todd (2002). Dynamic Metadata Framework. Patent Number: 7,349,950

Stephens, R. Todd (2001). Impact Analysis with Metadata. Patent Number 7,206,785

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

Books Authored (12)	*Stephens, R. Todd (2014). Design Considerations for a Corporate Cloud Service Catalog. Enterprise Management Strategies in the Era of Cloud Computing. Hershey, PA: IGI Global Inc. (Co-Author; ISBN: TBD)*

Stephens, R. Todd (2013). Empirical Analysis of a Large Scale Corporate Blogging Environment. Encyclopedia of IS&T. Hershey, PA: IGI Global Inc. (Co-Author; ISBN: 978-1466658882)

Stephens, R. Todd (2012). Usability Impact Analysis of Collaborative Environments. In Usability Engineering: Design and Development of Digital Products. Hershey, PA: Idea Group Inc.
(Co-Author; ISBN: 978-1466640467)

Stephens, R. Todd (2011). Integrating Social Media into Electronic Commerce Applications. In Strategic and Pragmatic E-Business: Implications for Future Business Practices. Hershey, PA: Idea Group Inc. (Co-Author; ISBN: 978-1466616196)

Stephens, R. Todd (2011). Web 2.0: Integration Model with Electronic Commerce. Business Organizations and Collaborative Web: Practices, Strategies and Patterns. Hershey, PA: Idea Group Inc.
Co-Author; ISBN: 978-1609605827)

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

Stephens, R. Todd (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. Todd (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. Todd (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. Todd (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)

Books Edited (5)

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 (12)

Invited Session: Stephens, R. Todd (2013). Defining Success in a Large Scale Social Media Environment. Proceedings of the IEEE SoutheastCon 2013 Conference. Jacksonville, FL: Institute of Electrical and Electronics Engineers, Inc.

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

Academic Publications (Cont.)	*Invited Session: Stephens, R. Todd (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. Todd (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. Todd (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. Todd (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. Todd (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. Todd (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. Todd (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 (41)	*Invited Session Integrating Social Media into the CRM Function. Customer Service Business Summit, Atlanta, GA: September 2, 2011.*
	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.

Professional Presentations (Cont.)

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.

Professional Presentations (Cont.)

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: "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 (68)　　　*Stephens, R. Todd (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. Todd (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

Professional *Publications* *(Cont.)*	*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. Todd (2006, March). Replicating the Business Strategies of Others. Data Management Review, 6(3). (Cover Story).

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

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

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

Academic *Positions*	*Adjunct Professor (2004-2005)* *LaGrange College, Department of Computing Technology, LaGrange, GA.*
Graduate *Students* *(4)*	*Anderson, S., Maisels, G., & Nelson. P. (2002). Constructing a Metadata Integration Engine. Georgia State University, Graduate Class Project. (Advisor)*
	Anderson, S., Maisels, G., & Nelson. P. (2002). Constructing a Metadata Integration Engine. Georgia State University, Graduate Class Project. (Advisor)

Graduate Students (Cont.)	*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 (16)	*Senior Editor – Cloud Computing Newsletter, AT&T, 2010-2015.*
	Editor Microsoft White Paper (2010). Benefits of SharePoint 2010 as a Product Platform. Microsoft Corporation, Redmond, WA.
	Editorial Board Member (2010). Walsh College Journal of Applied Business. Walsh College, Novi, MI.
	Research Paper Reviewer (2009). The 5th International Symposium on Management, Engineering and Informatics, Orlando, FL.
	Board of Director Member (2008-Present). 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).
	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 Asilomar Institute for Information Architecture ("AIfIA")
Technology Association of Georgia (TAG)