

John Kneiling  
Principal Advisor  
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John Kneiling has served as a Consultant, CTO, and executive for 30 years. John has served in Financial Services, Software, and related industries in organizations as diverse as Citibank, PwC Consulting, MetLife, and Bristol Meyers Squibb.

Mr. Kneiling has served a major health services provider and insurer as Enterprise Architect for its "Technology Integration and Operations Redesign" program, with an initial emphasis on developing Customer Relationship Management Solutions, and a long-term emphasis on aligning and integrating all organizations and applications in preparation for rapid growth in the comprehensive health care business.

As Principal Data Architect for Moore Stephens Business Systems, he planned and designed Business Intelligence (BI) systems for major Property and Casualty carriers and brokers, and integrated them with existing systems and Data Warehouses. Areas of design included BI Data Architecture, Master Data Management (MDM) business taxonomies and glossaries, system application architecture, data warehouse and data mart design, development methodology, and tool and platform selection.

As a consultant, he has provided enterprise, data, and application architecture services through national and international consulting organizations: The TechPar Group, Intelligent Solutions Inc, DCI, Technology Transfer Italia, Syscore, and TopQuadrant, Clients have included GE Medical Systems, Fannie Mae, Washington Mutual, The New York Stock Exchange, UBS/Swiss Bank Corp., The Bank of New York, Cedel Bank, Wells Fargo/Norwest, Fidelity Investments, The Depository Trust Company, The Bank of Montreal, Chase Bank, Morgan Stanley, Morgan Bank, MetLife, OCBC Bank, The Markel Corporation, Ironshore Insurance, Willis Reinsurance, the Principal Financial Group, Merrill Lynch, Citibank, EDS, Tyco/ADT, Bristol-Myers Squibb, and Anadarko.

As Chief Technology Officer of SDLC technologies, he oversaw the development of the company's Distributed Data Integration product, and planned the company's purchase by a major database software developer.

As VP of Information Architecture with MetLife, he created and led a team to design, develop and implement Data Warehouse integration solutions. These integrated Data Warehouses were used to create Business Intelligence systems that connect the systems and business processes gained by post-IPO mergers and acquisitions, as well as new and legacy internal systems. Established the Enterprise Information Architecture practice to standardize Database, Data

Warehouse, Data Mining, and Business Intelligence architectures in mainframe, UNIX, and Windows environments. This architecture is component-based, and includes service-based integration of mainframe applications. Other aspects include connecting enterprise data to new web and traditional applications, including the directory services strategy. The strategic value of this practice is the ability of diverse business units to easily translate business vocabularies and use existing data and systems across business lines, and to leverage existing application infrastructures.

As Principal Consultant with DataBase Associates, he planned and designed the Enterprise, Data, and Application Architecture for Swiss Bank Corporation (SBC) in preparation for their merger with UBS. He headed a team to design and implement a comprehensive customer-focused object model and information distribution framework to allow the bank to re-align its processing from product to customer-centric, and to determine client-segment-specific banking business requirements before, during, and after the merger, as well as an ongoing comprehensive Master Data Management program

John's early experience as Systems Analyst for the Bank of New York and Senior Systems Office with Citibank provided his initial background in banking and financial systems operations and application development.

Mr. Kneiling holds graduate and post-graduate Liberal Arts degrees. He obtained a Computer Science Diploma from New York University, where he was subsequently retained as Adjunct Faculty to teach Applied Business Computer Science seminars.