

Lee Gruenfeld

Principal Advisor

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Lee Gruenfeld has approximately thirty years of experience in the management of technology organizations and assisting clients in the areas of strategic information systems and technology planning, contact center operations and systems, general application specification and design and technology marketing strategy, with a deep focus on the Internet of Things. He has been intimately involved in on-line communication and collaboration throughout his career.

As a partner in the management consulting division of Deloitte, Lee was in charge of training for the firm's Strategic Information Systems Planning service line and was a national resource for computer-related contracting and litigation support. His clients included the Mayo Clinic, Citicorp, Kodak, County of San Diego, the William Morris Agency and Neutrogena.

Prior to joining Deloitte, Lee was national manager of systems development for Tymshare, Inc.'s professional services group, charged with creating custom applications for that pioneering computer timesharing company's customers, including TWA, Merrill Lynch, Manufacturers Hanover Trust, and the U.S. Department of Health, Education & Welfare.

More recently, he was Vice President of Strategic Initiatives for Support.com. His initial responsibility was to create the strategy for the company's flagship software product, and for the past eighteen months he was charged with establishing the Support.com's leadership in the Internet of Things. He also served as interim VP Marketing.

Before that that he was Senior Vice President and General Manager of the SaaS division of a company providing automated financial services to the casino gaming industry. Prior to that he spent five years consulting to the SaaS ("GoTo...") division of Citrix Systems, one of the world's largest vendors of video & audio conferencing and related online collaboration services. This work involved extensive competitive analysis, detailed evaluation of online performance, design of the contact center support system and consolidated email marketing systems, and the development of new marketing strategies.

Lee holds a bachelor's degree, cum laude, from the State University of New York at Stony Brook. He has extensive public speaking experience on a wide variety of topics including support of the Internet of Things, planning for advanced technology, computer law, language and the psychology of organizations. He was a feature writer for Computerworld and CEO magazine and served on the board of directors of the Society of Certified Data Processors. Lee is also the author of fourteen widely acclaimed works of fiction and non-fiction, including several U.S. and international bestsellers.