

E-Government Citizen Satisfaction Summit, September 21, 2004
Speaker Bios (in order of appearance)

Ronald Oberbillig

Director, Performance Measures

Federal Consulting Group <http://www.fcg.gov>

Ron is the Executive Agent for the American Customer Satisfaction Index (ACSI) and chief of "satisfaction central" within the Federal Consulting Group. His responsibilities include improving citizen satisfaction with the services of federal agencies by expanding use of the patented ACSI methodology and conducting quarterly forums designed to share progress, best practices and lessons learned. As a former Chief Financial Officer of the National Guard, Ron has 30 years of performance and financial management experience in the federal government.

Anne Kelly

Executive Director and CEO

Federal Consulting Group

Anne leads a team of highly skilled senior professionals committed to bringing best practices and lasting results to the federal government. As "insiders with outsiders" knowledge, Anne and her team have helped numerous agencies improve their PART scores, establish meaningful performance measures, develop their workforce, and implement the President's Management Agenda.

Glenn Schlarman

Chief, Information Policy and Technology Branch, Office of Information and Regulatory Affairs,

Office of Management and Budget <http://www.whitehouse.gov/omb/>

Glenn heads up the department of OMB responsible for the E-Government Initiative Web Performance Measures, which will be tentatively updated in December 2004.

Jim Sterne

Author and Internet Marketing Master

Target Marketing of Santa Barbara <<http://www.targeting.com/>>

As an author, a consultant to Fortune 500 companies and Internet entrepreneurs, and as a public speaker, Jim Sterne focuses his twenty years in sales and marketing on the changing landscape of the Web as a medium for creating and strengthening customer relationships. With a special focus on Web metrics, his company, Target Marketing, is dedicated to helping companies understand the possibilities and manage the realities of conducting business online. Jim is a founding director of the Web Analytics Association and producer of the Emetrics Summit.

Larry Freed, President and CEO

ForeSee Results <http://www.foreseeresults.com>

Larry Freed is President and CEO of ForeSee Results, a leading customer satisfaction management company with solutions based on the American Customer Satisfaction Index (ACSI). With nearly 20 years senior management experience, Mr. Freed has directed numerous e-commerce and technology initiatives. His background also includes 15 years of experience in the banking sector, holding senior level positions with First Chicago NBD and Bank One. An expert on web customer satisfaction, he is a frequent commentator on measuring online customer satisfaction and has been quoted in numerous publications and media, including The Wall Street Journal, The Washington

Post, Investor's Business Weekly, ABC News.com, USA Today.com, CBS Market Watch, eCRM Guide, Federal Computer Week, among others.

Tim Evans

Program Analyst, Office of Electronic Services

Social Security Administration <http://www.ssa.gov>

Tim Evans is a Program Analyst in the Social Security Administration's Office of Electronic Services, where he works in Internet Customer Service. He was involved in early Internet activities at SSA in the early 1990's, implementing SSA's first Internet link. In 1992, Tim went to the DuPont Company in Wilmington, DE, where in 1993 he created the Company's corporate Intranet; later, he worked at T.Rowe Price in Baltimore, where he supported Internet applications for investors and Intranet applications for employees. He returned to SSA in 2003. Tim is author of several books about Internet technologies, including *Teach Yourself HTML 4.0 in Ten Minutes* and *Building an Intranet*.

Sue Feldman

Office of Cancer Information Products and System

Office of Communications

National Cancer Institute, National Institutes of Health

As a Senior Program Analyst in the National Cancer Institute (NCI), Sue initiated a Web analytics program to monitor and evaluate the NCI Web site, Cancer.gov.

<http://www.cancer.gov> This program includes collaboration with industry leading research partners such as ForeSee Results, Forrester Research, Nielsen//NetRatings and others. The goal of the program is to better understand the online constituents that NCI serves through Cancer.gov in order to improve their online experience. She is serving as a principal investigator for the Trans-NIH Evaluation of Customer Satisfaction using the American Customer Satisfaction Index (ACSI) Methodology. The ACSI survey results will be used to guide improvements for 60 participating NIH Web sites to enhance the overall NIH Web presence.

Sue has made a career of providing expert policy and analytical advice on a variety of strategic programs and issues throughout her service at the National Institutes of Health (NIH). Her extensive experience with technology/systems analysis and information resource management (IRM) has led to many collaborative efforts within NIH, with other Federal agencies and the private sector.

Sharon Dooley

Director, Web Content and Electronic Media Services, Knowledge Services

Government Accountability Office

Sharon Dooley has been Director of Web Content and Electronic Media Services in Knowledge Services at the Government Accountability Office (formerly known as the General Accounting Office), since August 2001. One of her major projects in that time has been the redesign of the public web site, www.gao.gov. Prior to coming to Knowledge Services, Sharon was Manager of Computer Training, in GAO's Center for Performance and Learning, for several years. Prior to this, working on engagements in the areas of welfare reform, pension benefits, and social security as an analyst. She holds an MPA (master of public affairs) from the LBJ School of Public Affairs, University of Texas at Austin.

Susan Fariss

Web Management Team

National Libraries of Medicine, NIH <http://www.nlm.nih.gov/>

Susan Fariss works with the Web Management Team of the National Library of Medicine to provide 24/7 Web access to authoritative health information. She has worked on a variety of Web and technology projects, from automating the Harley-Davidson Motor Company Archives to the complete redesign of the National Library of Medicine main Web site. Susan specializes in applying best practices to whatever technology comes her way (i.e. she likes to change things).

Cindy Love

Technical Information Specialist

National Libraries of Medicine, NIH

Cindy Love is a medical librarian who started at the National Library of Medicine in their one-year postgraduate fellow program and stayed another 16 years. After that first year, she worked in the Reference Section on many Internet projects including the Library's first web interface for its electronic catalog and its first consumer health resource, MedlinePlus. For the last 3 years, she has worked in the Specialized Information Services Division on community and minority outreach as well as on developing and evaluating web sites on toxicology, environmental health, HIV and AIDS and other public health issues. She is a graduate of Mount Holyoke College and the Catholic University School of Library and Information Sciences.

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