



STI

Strategic Technology Institute

# Strategy Assessment & Development

*Overview of Services  
& Qualifications*

# Strategic Technology Institute



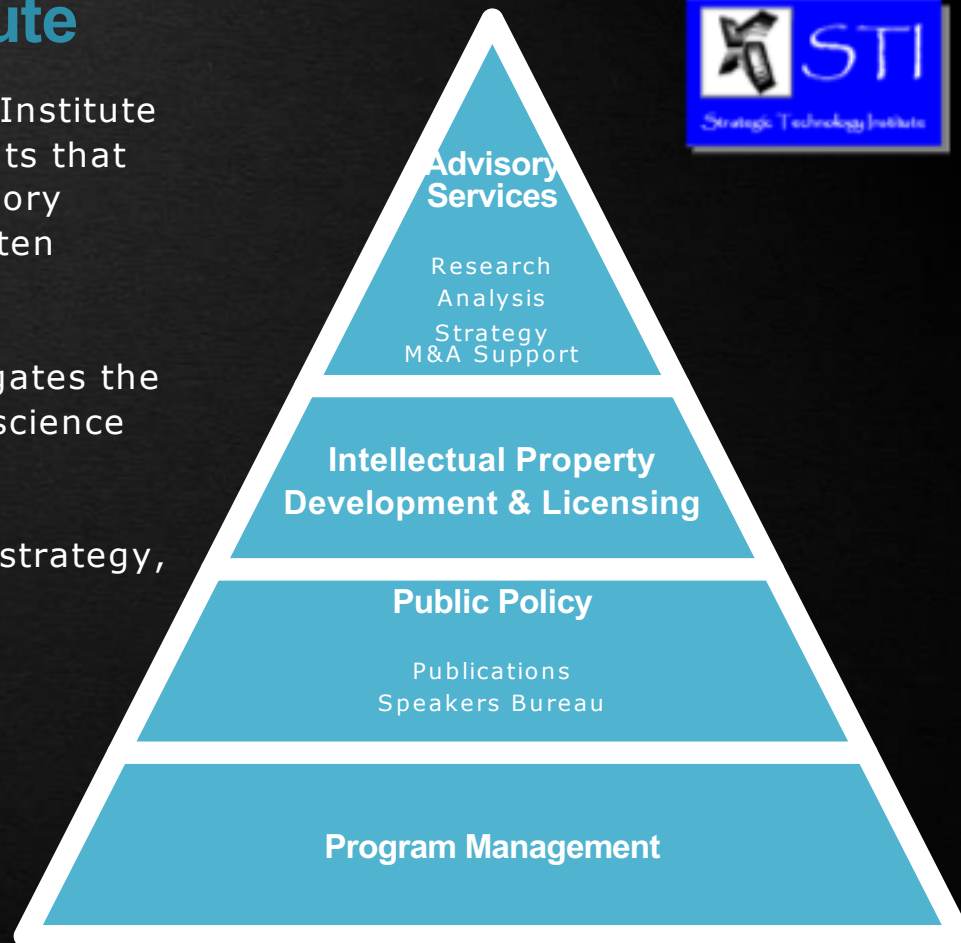
Founded in 1985, the Strategic Technology Institute (STI) is a network of independent consultants that provides executive-level management advisory services focused on corporate strategies, often facilitated by technology innovation

STI is also a virtual 'think tank' that investigates the business and public policy issues raised by science and engineering

Aligning technology roadmaps to corporate strategy, STI has the following lines of business:

- Advisory Services
- Public Policy
- IP Development & Licensing
- Program Management

*Note -- Over the years, STI was also formerly known as Strategic Systems, Inc. and Strategic Technologies, both of San Francisco. City of Oakland license #2249782.*



# STI Problem Space

**Corporate strategies, often facilitated by technology innovation, at the intersection of the Media & Entertainment (M&E), Information Technology (IT) and Communications industries**

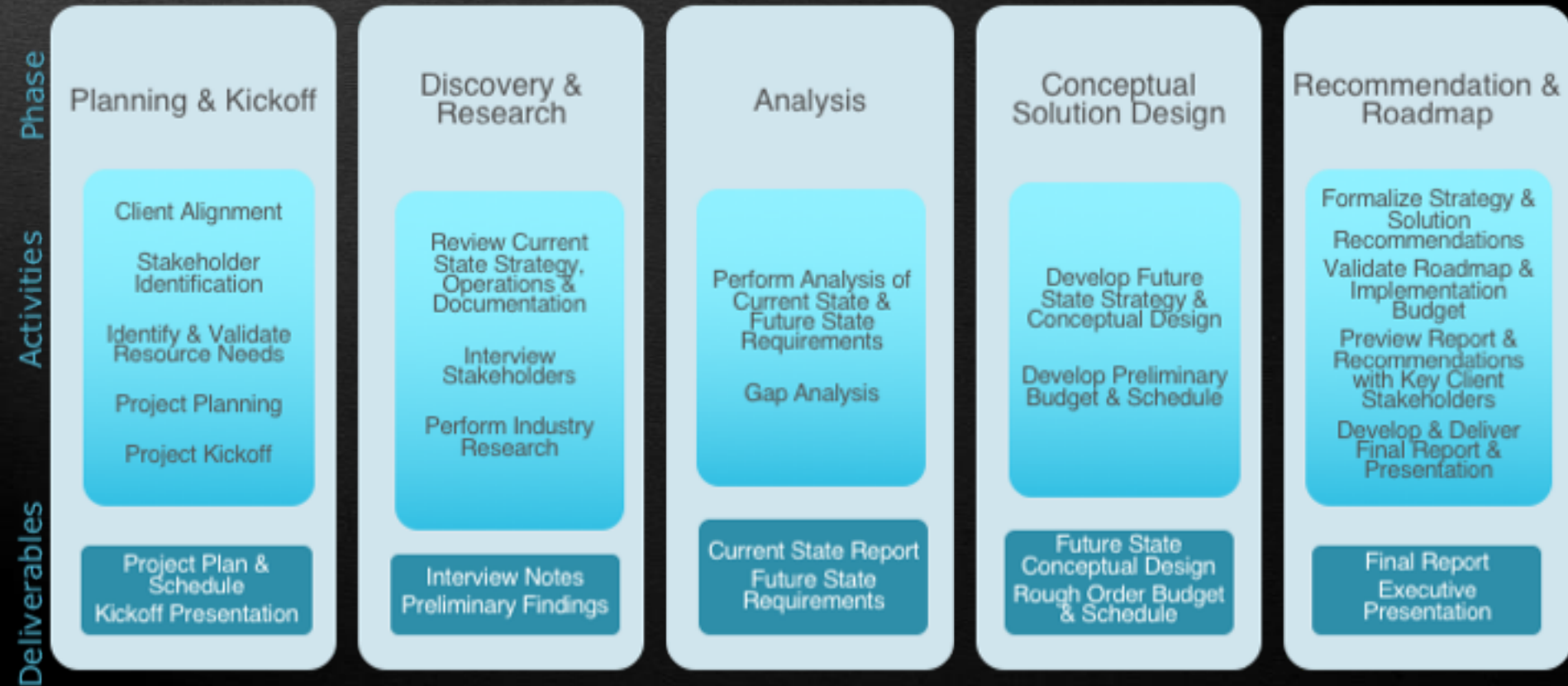
## **Example**

Multi-platform distribution of digital media assets by secure IT-based supply chain systems, creates new business opportunities for digital engagement and higher-quality metrics for media, telecommunications, computer, consumer electronics, retail, and services companies

## **STI's services are especially significant to companies when they are:**

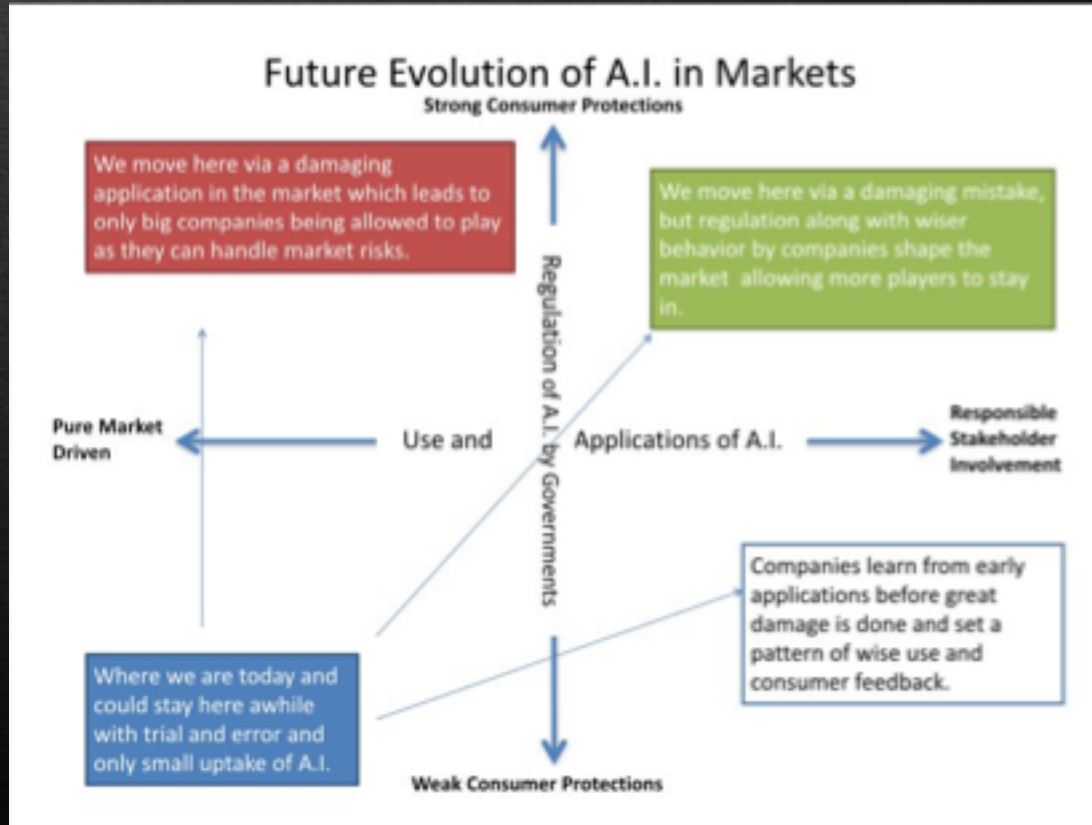
- Transforming from traditional departmental to "content-centric" models of business,
- Considering (or have done) M&A activity, either acquiring entities to be integrated or rationalizing a group of companies that need to be integrated, or
- Evaluating adjacent markets but need additional technical depth and operational expertise to assess opportunities and plan for success in a business environment that has increased risks, and
- Lack the staff and/or bandwidth to handle the tasks internally

# Assessment & Strategy Development



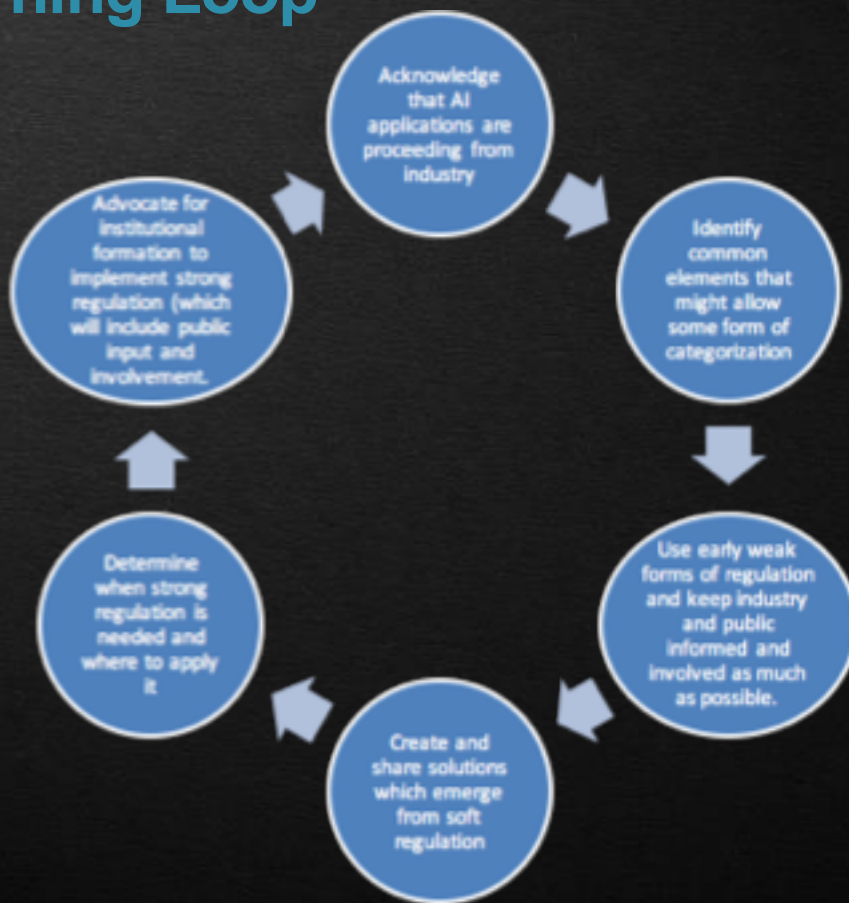


# Scenario Planning Example



*AI market evolution taxonomy courtesy of Gerald Harris, President and Managing Director, Quantum Planning Group, Inc.*

# Long Term Learning Loop



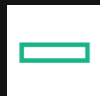
*AI Learning Loop courtesy of Gerald Harris, President and Managing Director, Quantum Planning Group, Inc.*

# Appendix

# Blake White

Founder

## Leadership Positions



## Thought Leadership



## Experience Summary



- Extensive career, holding senior positions at: Cognizant, PwC, Ascent Media, National TeleConsultants, Silicon Valley computer companies (HP, Apple, SGI), and 3 startups
- Management consultant, with both Media & Entertainment and Silicon Valley technology development, integration and advisory experiences. Clients have included: ABC, BBC, Corus Entertainment, Dreamworks SKG, Discovery Latin America, Lucasfilm, MediaCorp Pte, Microsoft Studios, MTV Networks, Nominum, Panavision, Procter & Gamble, South African Broadcasting Corp, Turner, UCLA and Weather Channel
- Global client and partnership experiences in: Canada, Mexico, UK, Germany, South Africa, Japan, South Korea, Australia, and Singapore
- Extensive experience as a Thought Leader through industry presentations, journal articles, speaking engagements, and interviews. Author of *The Technology Assessment Process: A Strategic Framework for Managing Innovation* and several industry publications
- BSIE, MBA and MLA degrees from NC State, Xavier, and Stanford.

## Representative Projects

- Decomposition and analysis of a major cable network's linear and digital air chain workflows and systems for replacement and improvements with modern architectures and technologies,
- Future state design of an Asian media conglomerate's "content-centric" infrastructure roadmap and organizational transition
- Digital Transformation program plan and launch for leading global professional services firm
- Project Planning for major broadcaster's R&D organization
- Broadcast & Digital Media Technology Strategy for a global retail media company
- Archive Management technology vendor recommendation and project implementation for a major US broadcast news organization
- Content Security Assessment and Recommendations for a leading cable network
- Application Portfolio Rationalization for a leading cable network
- M&E Value Chain Analysis and product recommendations for a leading post production and broadcast solutions vendor
- Cloud-based M&E Product Line Strategy for a US communications company
- M&A Due Diligence and product capability investigation

## Expertise

- Alignment of technology roadmaps with business strategy
- CTO and Tech Ops program management and organizational capability assessment
- Digital Transformation strategies and program management
- Digital media supply chain, including Media Asset Management (MAM) systems assessment
- Cross channel/platform content monetization strategies
- M&A due diligence and support
- Technology product marketing, business development, licensing, and alliance strategies

## Publications







# Contact

**Blake White**  
Founder

Mobile: +1-415-519-5584  
Email: [blake@strategic-tech.org](mailto:blake@strategic-tech.org)  
Twitter: [@BlakeLWhite1](https://twitter.com/BlakeLWhite1)  
LinkedIn: [linkedin.com/in/blakelwhite](https://www.linkedin.com/in/blakelwhite)  
Website: [www.strategic-tech.org](http://www.strategic-tech.org)