



STI

Strategic Technology Institute

Overview of Services & Qualifications

Strategic Technology Institute



Founded in 1985 by Blake White as an outlet for his private consulting, academic research and publications, the Strategic Technology Institute (STI) has grown into a network of independent consultants that provides executive-level management advisory services focused on corporate strategies, facilitated by technology innovation and global change.

STI is also a non-partisan 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 Assessments
- 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.

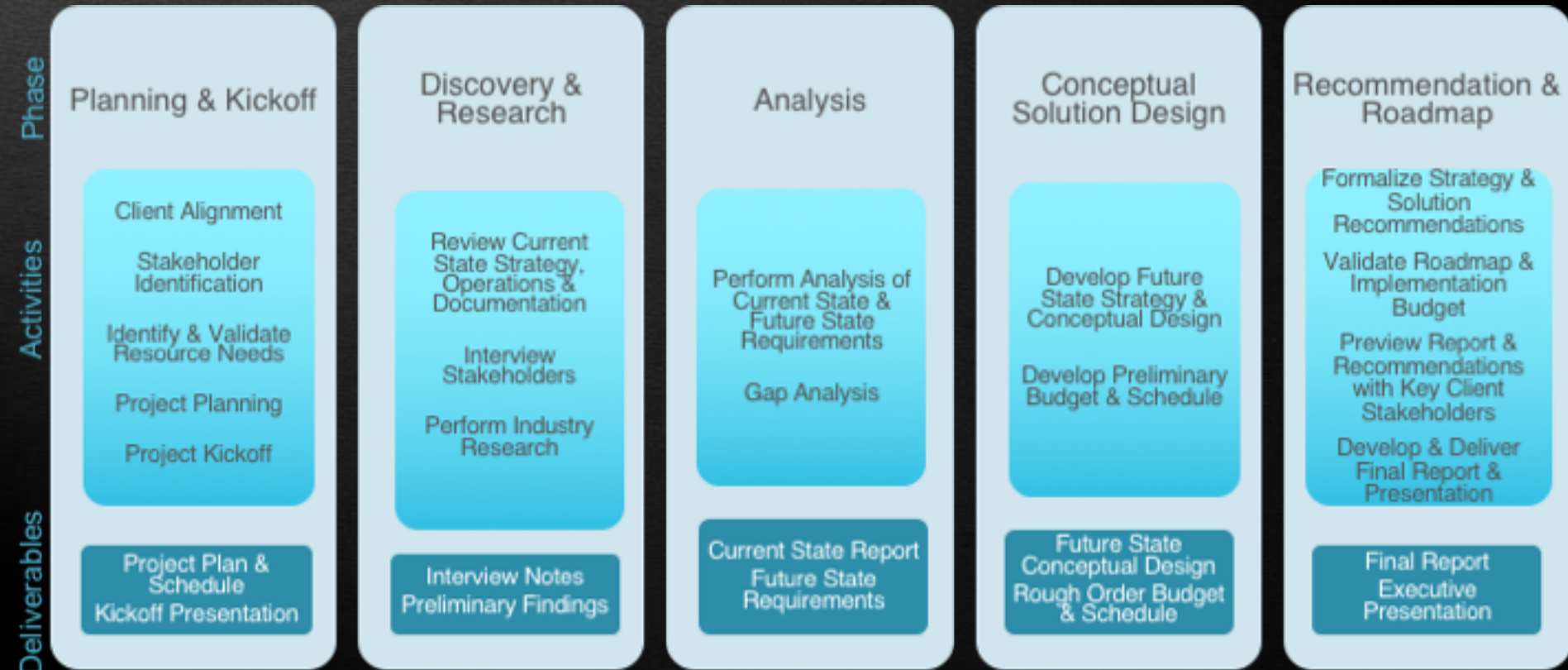
Corporate strategies, often facilitated by technology innovation, at the intersection of the Media & Entertainment (M&E), Information Technology (IT) and Communications industries

- 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:

- Seeking a better understanding of emerging technology opportunities and threats to the existing business and processes
- Transforming from traditional departmental to "content-centric" digital 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



Alliance Selection Criteria & Considerations

- Would a partnering relationship be a better alternative than internal development? Elements for comparing partnering with internal development include costs, benefits, risks, speed of execution, etc.
- Can you exploit the partner's organization, skills, and competencies, while protecting what should be protected in your own organization?
- Have you clearly identified a technology transfer receptor team?
- IF there is a conscious decision to transfer a core competence, have you considered the consequences of surrendering control on this, and planed to replenish core competencies?
- Does the alliance fit with financial objectives?
- Can you avoid DEPENDENCE and work to become more self-sufficient?
- Will you emerge from the alliance more competitive than when it was entered?



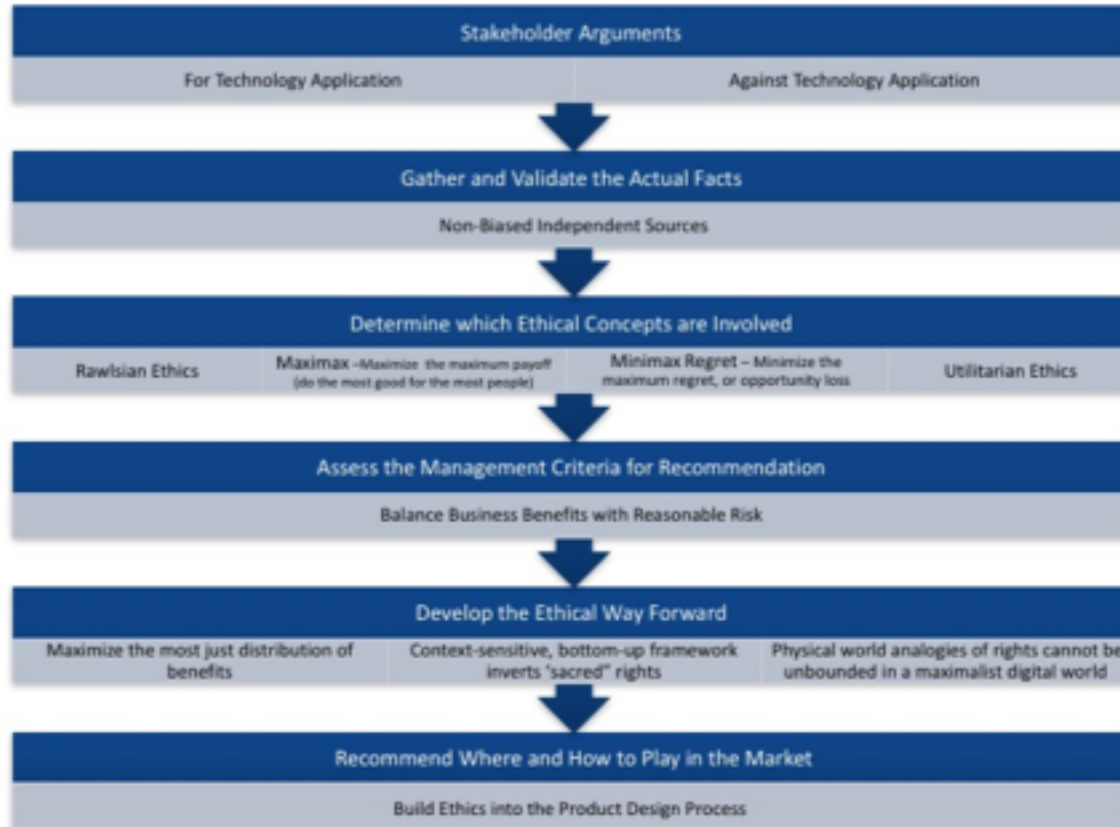
Public Policy

Will your company be next?

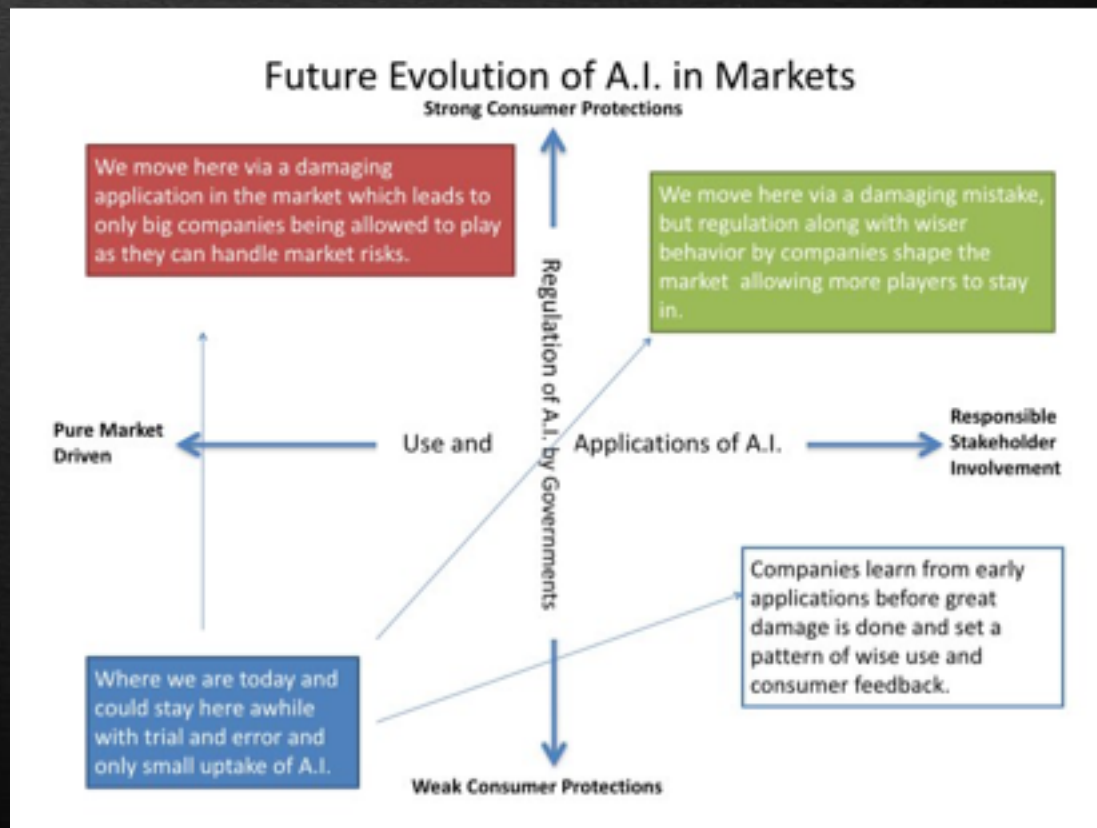


STI Policy Assessment Approach

How do we assess and advise on long-term customer value and a brand ethics to reduce a new technology's threats of economic and social dislocation that grow out of unbounded application of technology?



Scenario Planning Example



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

Benefits of Policy Assessments

What are the business and brand benefits of digital transformation in the context of a moral framework that considers customer centricity, brand alignment, engineering ethics, liability risks, and political/regulatory assessment?

- Reinforcement of Sustainable Brand Value to Customers, Partners, Investors, and Public
- Focuses Investments in Sustainable Products and Markets
- Reduction of Risks of Civil/Criminal Penalties
- Reduction of Need for “Crisis Management” Costs and PR Damage
- Minimize Need for Government Intervention and Regulation



Project Experiences – Strategy & Management Consulting

Consulting Discipline	Project	Client(s)
Strategy & Management Consulting	M&E Value Chain Analysis and Product Line Recommendations	Broadcast & Post Production Equipment Company
	Cloud-based M&E Product Line Strategy	Major National OTT Platform Service Provider
	M&A Due Diligence and product capability investigation	PE Firm
	Global Payments Best Practices	Major Satellite Broadcast Service Provider
	Asia Expansion Strategy	Global Media Services Provider
	IME Strategic Growth Plan	Global IT Service Provider & Professional Services Company
	Digital Publishing Opportunity Assessment	Global Book Publishers
	CMS Assessment & Rationalization	Major Magazine Publisher and Cable Network

Project Experiences – Digital Transformation, Security & IP Rights, and IT

Consulting Discipline	Project	Client(s)
Digital Transformation	Digital Transformation Program: Strategy, competitive analysis, service definitions, marketing collateral, training, and launch	Consulting Practice of Big 4 Accounting Firm
	Program Management and QA/Testing of mobile and web-based TV applications	Digital Entertainment Division of Major National Broadcaster
	Local Content Insertion for interactive trial in nationwide cable Head-ends	National Music-focused Cable Network
Content Security & IP Rights	CDSA Content Security Assessment and Recommendations	Leading Cable Network and Content Producer
	Rights Management Roadmap	Major National Broadcaster and Film Studio
	Rights Management System Vendor Evaluation	Canadian Cable Network Provider & Content Producer
IT	Application Portfolio Rationalization, including Cloud Assessment	Leading Cable Network and Content Producer

Project Leadership -- Digital Media Supply / Distribution Chain

Consulting Discipline	Project	Client(s)
Digital Media Supply / Distribution Chain	Analysis and decomposition of linear air chain and digital workflows and systems for replacement with modern architectures and technologies	Leading Cable Network and Content Producer
	Future state design of “content-centric” infrastructure roadmap and organizational transition	Asian National Broadcaster
	Facility Assessment and Future State Design of LATAM Payout	Major Cable Network and Global Content Producer
	Video IP Network Project Planning for R&D organization	Leading National Broadcast Network and Content Producer
	Broadcast & Digital Media Technology Strategy	Retail Broadcaster
	Archive Management technology vendor recommendation and project implementation	Local Stations Group of Leading National Network Broadcaster
	Future State Federated Production DAM/MAM Architecture & Migration Plan	Canadian Content Producer for Cable Networks
	Audit 3 rd party MAM implementation	Major Hollywood Studio
	Product Management, Marketing, and ISV Evangelism of DAM, game dev platform, and platform architecture. System Integration and Customization of DAM platform for film, VFX, and broadcast news production.	Silicon Valley Tech Company; Feature Film Production Company; 3 Global News Broadcasters

Industry Comments



"Few people can combine domain expertise, relevant experience and the personality and drive to pull a successful team together as can Blake White. Driving revenue, building relationships, exploring new solutions, Blake moves through life with a passion for his work, leaving a trail of happy customers and colleagues. Clearly, one of my favorite former associates, Blake will always have my support and continued best wishes."

-- Former SVP of Industry-Leading Computer Company; now a Venture Capitalist

"I have worked with Blake for many years now in a couple of different organizations. Blake has real insight in the Media and Entertainment industry and never fails to bring new and important ideas to the table. I would not hesitate to recommend Blake to anyone again."

-- Managing Partner of Big 4 Firm

"I hired Blake to develop our new Consulting Practice several years ago I could not have found a more competent, professional and hard working individual. Blake has a deep and wide range of expertise in media technology, strategy, and business, and is uniquely able to couple all of these factors together to produce results. His media expertise transcends that of most, if not all, Consultants and M&E executives that I have met. He is capable of providing deep research and data, yet is also a visionary that can relate that data and research into a meaningful, and most important, executable plan for the future.

As an executive and manager, Blake is amongst the most highly respected that I've met. He is a charismatic leader that gets results, builds strong teams, and works extremely well with peers and executive management. Most importantly, Blake has an exceptional "client" presence, whether that client is internal or external. He can readily adjust to the requirements of the audience, including close interface with CEO and Board level.

Blake is an exceptional individual, executive and partner. I highly recommend him to all."

-- Former President of Global Systems Integration Firm

Industry Comments, cont.



"Blake White was a colleague of mine in PricewaterhouseCoopers' Entertainment & Media Practice. Blake is a leading authority in digital rights and digital asset management, with a strong understanding of digital business models, technologies and the overall entertainment and media industry landscape. He was also a strong client relationship manager, as well as an outstanding colleague."

-- Former Marketing Director of Big 4 Firm

You've done amazing work on this project and you were nothing but a total pleasure to work with. Thank you for your smarts, generosity, patience, goodwill, good humor, and gentlemanliness. I hope the next phase starts right up and we have you back. With great appreciation and gratitude."

-- CEO of Partner Consulting Firm

In a brief period of time Blake has created a first class strategic technology consulting organization unique to the media and broadcast industry. Blake's vision, commitment, and clear direction are extraordinary. Blake's ability to correlate existing and burgeoning technologies and processes with the strategic goals and objectives of industries and corporations is remarkable. I highly recommend Blake."

-- Principal Consultant of Global Consulting Firm

Blake White

Founder



Past Leadership Positions

- Cognizant Business Consulting
- PwC
- Ascent Media Consulting
- SGI
- Apple
- HP
- P&G

Thought Leadership



Experience Summary

Blake White is an accomplished Senior Executive, International Management Consultant and Thought Leader with more than 30 years of success across the IT, software, computer, media, entertainment, chemical, manufacturing, auto, aerospace, and consumer goods industries. Leveraging extensive experience leading innovative corporate technology strategy and helping to guide global policy around emerging technologies, he is a valuable asset for companies seeking expert advisory in the areas of digital supply chain, content management, product and industry marketing, M&A activity, strategic alliances, or on digital transformation for increased customer engagement. His broad areas of expertise include value chain analysis, solution selling, people management, P&L, start-ups, business development, digital media, product management, corporate development, and strategic partnerships.

Throughout his executive career, Mr. White has held leadership positions at organizations including the Strategic Technology Institute (STI), Cognizant Technology Solutions, PricewaterhouseCoopers (PwC), Ascent Media Consulting Services, National TeleConsultants Inc., PublishOne, WAMINET, Silicon Graphics, and Apple Computer. As Founder of STI since 1985, he has created a network of independent consultants focused on corporate technology strategies and serving as a non-partisan virtual think tank to investigate the public policy implications of emerging technologies. Clients have included the leading global consumer products company, a Big 4 professional services firm, a major Hollywood film studio, and pro-bono work for the non-profit sector. He also spent three years as a Consulting Partner with Cognizant Technology Solutions from 2014 to 2017, where he led the NBCUniversal client account and business development at Turner, Fox Networks, Viacom and Technicolor while also developing the EVP's corporate plan to grow the IME business from \$400M to \$1B in three years. This was preceded by four years as a Director in PwC's Entertainment, Media & Communications advisory practice in San Jose, where he led the Digital Transformation Program from scratch with target growth from \$1M-\$10M in two years and clients including DirectTV, Rogers (Canada), Warner Brothers and McGraw Hill. He previously held VP roles with Ascent Media, National TeleConsultants, PublishOne, and WAMINET. He earlier spent five years as Director with Silicon Graphics, where he helped grow the entertainment industry vertical from 4% to 20% of SGI's overall business. This followed five years with Apple where he rose to Director of Corporate Development and helped lead strategic alliances with IBM, Siemens and NTT.

Blake holds a BSIE in Industrial Engineering from North Carolina State University, an MBA in Management Information Systems and Services from Xavier University, and an MLA in Social and Cultural Impact of Technology from Stanford University. He has held a board position with the National Technical Association and an appointment to the Cincinnati Environmental Advisory Council.



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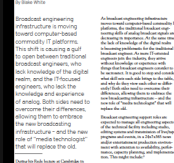
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Publications



Broadcast Engineering and IT: Bridging the Cultural Divide?





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