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Title of the presentation /Tutorial

Measuring ROI for Process Improvement – Industry Results

Speaker(s)

Jay Douglass

Category

- Getting Started Intermediate High Maturity
 Presentation Tutorial
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Target Audience

- Senior Management IT Managers
 Project Leaders SEPG Leaders
 Practitioners Others:
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Key Words

Measurement, ROI, Results

Abstract (maximum 250 Words)

Now more than ever, organizations must consistently improve their ability to deliver solutions that meet the increasingly challenging demands of the market. Standing still is not an option because competitors don't. Organizations must decide which improvement solutions deserve funding and human resources.

Years' worth of data and results collected by the Software Engineering Institute (SEI) show that organizations should invest in process improvements. This talk summarizes the results and the methods used to achieve them. It also describes case studies of organizations realizing significant benefits from their investments in SEI process improvement methods.

CV (200 words) Jay Douglass has worked at the SEI for fifteen years. His focus has been primarily developing business opportunities with commercial organizations. He currently manages the SEI's business in Europe. Jay has worked with all SEI programs and is an instructor of the Introduction to the CMMI Course.

Photo

Jay has worked for Control Data, Digital Equipment Corporation, Sun Microsystems, and Black Box Corporation in a variety of Sales and Business Management functions. His community involvement has included co-founding the Software Business Forum, a local trade group. Serving on the development Board of The Carnegie. Chairing the committee for the Carnegie Science Center Award for Excellence in IT,

and served as President of Dance Alloy, a local performing arts company for the past three years.

Jay's current responsibilities include business development team lead for the SEI's International customers, business development team lead and business manager for the SEI's European business, and account executive for numerous domestic and European commercial collaboration partners.

Jay also regularly delivers the Process Improvement and CMMI Overview to SEI customers. He has presented SEI Overviews globally and has been invited to numerous forums and customer locations to present overviews of process improvement and the CMMI. Jay has been interviewed and quoted in numerous technical and software industry trade publications.

Jay's educational background includes a BS in Business Administration from Miami University and an MBA from the University of Pittsburgh.

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