



## **WILLIAM SEIDMAN, PHD. CHIEF EXECUTIVE OFFICER AND PRESIDENT**

Dr. William Seidman, a recognized thought leader and expert on management decision-making in high-performing organizations, is co-founder, chief executive officer and president of Cerebyte. Seidman contributes an in-depth understanding of the processes required to discover and use expert wisdom to create extraordinary organizational performance.

As the CEO of Cerebyte, Seidman has led engagements for Hewlett-Packard, Jack in the Box, Intel, Local Insight Media, McGhan Medical, Tektronix, Nike, CVS Pharmacies, Arthur Andersen, Sears, PriceWaterhouse Coopers, Lifetouch, University of Minnesota and many others. Prior to co-founding Cerebyte in 1997, Seidman amassed more than 15 years of experience as a consultant and manager of fast growth, high technology environments and served as a manager at Hewlett-Packard, Silicon Graphics and Mentor Graphics.

Seidman received a doctorate from Stanford University, where he spent eight years studying management decision-making. As part of his doctoral dissertation, he developed a groundbreaking technique for analyzing management attitudes, cognitive process and behavioral patterns. Seidman's technique is the core of strategy-to-action methodology, has been the foundation for many publications in the area and has been recognized by KMWorld, The Innovation Center, IDC and others.

Seidman lives in Lake Oswego, Ore., and enjoys spending his free time golfing, traveling and reading.