

Boston KM Forum, May 3, 2005

***KM's Value-Add -
Generating Value by Leveraging Knowledge***

AGENDA

9:00 Welcoming Remarks: Lynda Moulton, LWM Technology Services

**Boston KM Forum would like to thank Bentley College,
McCallum Graduate School of Business for its continued
support of the KM series**

[Bibliography](#)

Upcoming Meetings: [Breakfast](#) [Andy Palmer](#)

Introductory Remarks: Larry Chait, Chait & Associates

9:15 *How ontologies add value: BioPAX, An ontology standard for biological pathway data exchange, Joanne S. Luciano, PhD, Predictive Medicine, Inc., Harvard Medical School*

9:55 *Your grandmother doesn't appreciate surprises - a case study in analyzing consumer sentiment, Jeff Catlin, President, Lexalytics with Introduction by Bob Pierce of Fast Search & Transfer, Inc. (FAST)*

Fast Search & Transfer™ (FAST™) creates real-time search and filter technology solutions that are behind the scenes at some of the world's best known companies, including LexisNexis, Dell, Fidelity Investments, Factiva, EMC and Siebel. FAST's Enterprise Search Platform (FAST ESP™) provides businesses and government organizations with the ability to intelligently and dynamically, access, retrieve and analyze information in real time, regardless of data format, structure, or location. To learn more, visit www.fastsearch.com.

Bob Pierce: is Director of Product Marketing at FAST, where he is responsible for the FAST Enterprise Search Platform (FAST ESP™), FAST Marketrac™ and several other search-derivative applications (SDAs). With a diverse career in knowledge and information management that spans more than 15 years, Bob has held leadership positions with both private and public sector organizations including Vignette Corporation, KPMG Consulting, Northrop Grumman, and the Office of Senator Harry Reid.

10:35 Exhibit Break

- > Fast Search & Transfer, Inc. (FAST) (www.fastsearch.com)
- > Jarg Corporation and the SemanTx Life Sciences Division (<http://www.jarg.com/index.shtml>)
- > Harvard Computing Group (<http://harvardcomputing.com/>), TaskMap - Processes Made Easy (<http://www.taskmap.com/>)
- > Siderean Software (<http://www.siderean.com/>)

11:00 *The tools we use to increase productivity*, Bernadette Marshall, Corporate Development, Genzyme Corporation

11:40 • *e-Afghanistan: Online Collaboration for Economic Redevelopment -- Almost a Success Story*, Scott Helmers, Partner, Harvard Computing Group

12:30 Lunch (buffet with exhibit time)

1:15 *Leveraging ideas, information & expertise for improvement in higher education*, Mary Lee Kennedy, Executive Director, Baker Library, Harvard Business School

1:55 *Leveraging knowledge by managing expertise*, Simon Trussler, Vice President and Director, The Boston Consulting Group
KM programs often focus on sharing documents and other codified knowledge, but people-finding

2:35 Break (exhibit time)

2:55 *Future tools and technologies that support knowledge sharing*, Jeffrey E Smith, PhD, Principal, Composable Logic

3:35 Panel Discussion, Moderator Larry Chait, President, Chait & Associates, Inc. Mary Lee Kennedy, Lynda Moulton, Simon Trussler, Jeff Smith

4:15 Networking – Exhibits