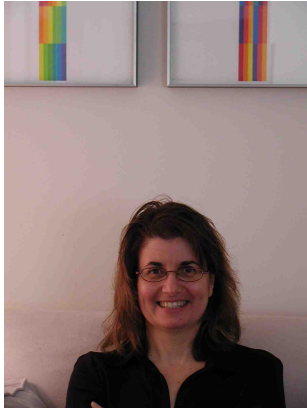


Laurie Webster, Consultant



Laurie is based in Albany, New York, USA.

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Laurie Webster has been involved in creating and synthesizing information the last 30 years. Her analytical, research, and computing skills work well to aid decision makers' goals. Laurie creates action plans that can be implemented in the context of the organization and its financial realities, while aiming to achieve long term benefits. Most recently, she was the Senior Research Associate for Shore Communications. She was the co-founder of Grandview Insight and has worked for SilverPlatter, Thomson Publishing, Mosby Consumer Health, News Corp's Internet Unit, and the University at Albany.

While at Thomson, she developed the technology infrastructure for five publishing companies and served as a consultant for technology in the publishing process. At Mosby, the focus was on a consumer health website where Laurie developed the technical infrastructure and oversaw product functions and specs. She revised packaging and pricing for the Internet product offerings at SilverPlatter. Her first five years at the University at Albany was spent as a research analyst doing survey research and developing information from large student databases. Her last seven years at Albany was creating technology infrastructure and managing resources for Finance and Business.

In 1999, Laurie started her own consulting firm focusing on sales and marketing research, systems, and analytics. She has done both primary and secondary research. Primary research includes in-depth interviewing, open-ended and quantitative surveys with statistical findings. In 2008, she was accredited as a Cognitive Edge Practitioner. She has completed five market research projects using SenseMaker®.

Laurie considers herself a bricoleur; as a person who uses all types of tools (methods, software, other bits and pieces) and whatever strategies are necessary to understand the situation under study. Her clients benefit from her creative approaches.

Laurie has a B.A. Psychology and Sociology from Hartwick College in Oneonta, NY. She graduated Cum Laude with Program Honors. After completing her undergrad degree, Laurie earned the equivalent of a bachelors in computer science. Her Masters in Business Administration is from the University at Albany. Laurie has always considered herself a lifelong learner. She has attended numerous workshops and seminars and reads on many subjects including technology, software, organizational development, marketing, business and science.