Charles L. Gold

Mr. Gold is currently an independent consultant and Research Associate at the E&Y Center for Technology Enablement. Co-originator of the IT Process Landscape concept, his current research and consulting interests include business-driven IT strategy development, IT performance measurement, and managing the business value of IT. From 1991-1996, Mr. Gold was associated with the IT management multi-client research programs sponsored by the E&Y Center for Business Innovation in Boston.

Prior to that he was employed by IBM where he developed and directed programs to improve and measure IBM's worldwide IT organization, and initiate a business information-driven IT strategy. His recent contributions to industry activities include serving on the National Research Council committee to Study the Impact of Information Technology on the Performance of Service Sector Activities, and a current position as Vice President of the International Software Benchmarking Standards Group.

Mr. Gold's recent publications include:

- "IS Measures - A Balancing Act," E&Y Center for Business Innovation Research Note, May 1992.

- "The IT Process Landscape" (with Mary Silva Doctor), E&Y Center for Business Innovation Working Paper, 1992.

- "Managing the Business Value of IT," E&Y Center for Business Innovation Working Paper, 1993.

- "IT Metrics Repository," E&Y Center for Business Innovation, 1993.

- "Measuring IS Customer Satisfaction: Strategies and Tactics for Effective Surveys," E&Y Center for Business Innovation Working Paper, 1993.

- Contributions to "Information Technology in the Service Society: A Twenty-first Century Lever,"
a report of the Committee to Study the Impact of Information Technology on the Performance of Service Activities, Computer Science and Telecommunications Board, National Research Council, National Academy Press, Washington, DC, 1994

- "Realizing Business Benefits from IT Expenditures," E&Y Center for Business Innovation Working Paper, October 1995

- "Criteria for Allocating Information Technology Resources," E&Y Center for Technology Enablement Working Paper, October 1996

- "IT From a Strategic Portfolio Viewpoint," E&Y Center for Technology Enablement Working Paper, January 1997

- "Demystifying IT," *CIO Enterprise*, April 15,1998

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